



MEDIA RELEASE January 2013

## BYRON BAY BREWING COMPANY PALE LAGER PADDLES INTO BOTTLES AND PACKS

The guys at Byron Bay Brewing Co led by head brewer Stuart Ritchie, have taken a bit of time off from surfing The Pass at Byron Bay to celebrate the release of their medal-winning Pale Lager **in bottles, six-packs and cartons.**

Previously only available on tap at the Brewery this exciting release into pack from the Byron Bay Brewing Co comes as a result of the love they have already felt up and down the east coast for their refreshing, clean, and crisp Pale Lager.



The folk at Byron Bay Brewing Company say the brew matches their lifestyle – easy-going and perfect after a session in the surf. The Pale Lager uses the Motueka Hop which delivers a refreshing beer with low bitterness and a balanced citrus aftertaste.

“Following our sponsorship of the Byron Bay Surfing Festival and in the middle of a hot summer, we thought it was the perfect time to release the Pale Lager into pack. We love brewing beers that speak to our lifestyle up here and to share that Byron Bay magic with the rest of Australia,” says Barry Schadel, owner of the Byron Bay Brewery.

Byron Bay Pale Lager will be available to purchase in Liquorland, First Choice and Vintage Cellars as well as selected restaurants and cafes around the country.

The Byron Bay Brewing Co. has won an array of awards during the last few years including a swag of gold, silver and bronze medals at the Australian International Beer Awards in 2012. Most recently, Gold was awarded to the Byron Bay Blonde, silver to the Billy Goat Dark Lager and Broken Head Bitter, and bronze to the Byron Bay Pale Lager.

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Call us if you need more info, pics, beer or someone to chat to about the sunny Byron Bay weather... We're here, all the time, waiting for you to call, drinking a little beer.