



Fusion Brewing Wins Silver and Bronze at Australian International Beer Awards 2009

Having been in market for little over two years young start-up boutique brewer, Fusion Brewing wins two awards at The Australian International Beer Awards. The winners were announced last night at The Crown Palladium in Melbourne, Australia.

From a field of 1140 entries, Firefly Beer was awarded top prize with a silver medal within the 'European Lager' category (Gold was not awarded) and Bluebottle Beer awarded Bronze within the 'Other styles' section. The full results are at www.beerawards.com.au



Director of Fusion Brewing, Scott Douglas was thrilled with the result, "We're only relatively new however these awards really demonstrate the impact we've made. Such recognition really brings the idea of food matching to the forefront and we hope to continue this enhancement of the palettes of Australian diners and beer lovers."

He continues, "Other companies occasionally claim their beer may vaguely suit a type of food but we create them from the start to be the perfect match - Bluebottle with seafood and Firefly with spicy foods. We use top experts and hundreds of consumers to craft the flavours and these awards are testament as to the quality of beer Fusion Brewing produces."

These recent awards add to Bluebottle's win last year as the 'Best Lager' at the Australian Beer Awards so it has been a very successful few months for Fusion Brewing.

Fusion's third beer is in the testing phases for release in the coming months. Scott Douglas has tasted it and is sure it will collect a few awards of its own next year.

Additional information:

The Awards

The Australian International Beer Awards were presented on the 19th March at the Crown Palladium in Melbourne, Australia. The awards were conducted by the Royal Agricultural Society of Victoria and The University of Ballarat. They are considered Australia's most coveted beer awards also held in high regard throughout the world.

Fusion Brewing

Fusion Brewing began in 2006 with one clear intention – making boutique beers from the start to be the perfect match to food flavours.

After a year of consumer testing and close consultation with Brian Watson (Fusion Brewing's head brewer) and Matthew Evans (Acclaimed author, food journalist, gastronome and food-matching consultant to Fusion Brewing), Bluebottle Beer was released to market in November 2007. Bluebottle Beer is also the only beer endorsed by the largest fish market in the Southern Hemisphere – Sydney's Pyrmont Fish Market.

Fusion's second beer, firefly, was borne out of the same rigorous testing and matching process and was launched in March 2008.

Fusion's boutique beers are available in over 700 locations throughout Australia.

The Beers

Bluebottle Beer – designed to complement seafood, it's a European style lager with gentle bitterness and subtle citrus hints. Bluebottle adds to the delicate flavours of seafood without overpowering the palette.

Firefly Beer – designed to complement spicy foods such as Thai, Indian and Malaysian. Firefly is a Pilsner style beer with fine bead carbonation and an understated sweetness.

Links and Contacts

Press release and information available at Fusion Brewing website: www.fusionbrewing.com.au

Bluebottle Website: www.bluebottlebeer.com.au

Firefly website: www.fireflybeer.com.au

For further comment and sales enquiries: Scott Douglas 0411 208 970 and scott@fusionbrewing.com.au