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For immediate release

Unleashing the Feral beast over east **Western Australian winery and boutique brewery join forces**

Western Australia's Feral Brewing Company are pleased to announce that their award winning boutique beer **Feral White** will be distributed nationally through independent retailers by fellow Swan Valley stable mate Oakover Wines.

Feral White was recently awarded a gold medal (best in class) at the 2007 Australian International Beer Awards, the second largest beer competition of its type in the world. It then went on to win the National Liquor News Trophy for Champion Specialty Beer, given to the highest scoring beer of all the specialty categories.

Co-founder and Master Brewer Brendan Varis believes the success of Feral's beer is due to their unique approach to brewing.

"When we established Feral Brewing we wanted to push the boundaries in developing great tasting, flavoursome beers," he said. "Unlike bigger breweries we don't have economies of scale in production, so we made a conscious decision to go for uncompromising quality."

With no artificial preservatives or additives Feral White is produced in the true Belgian witbiers style with 50% barley and 50% wheat used in the grist. A measured amount of dried and cured orange peel and cracked coriander seeds are added during the boil, contributing to the delicate yet distinctive spicy citrus flavours that are characteristic of this style. The final product is left unfiltered and deliberately served cloudy to enable the imported Belgian yeast strain, with its unique flavour, to dominate the beer.

Previously only available in Western Australia, neighbours Oakover Wines were keen to diversify their product range and approached Feral with an offer to distribute their beer nationally.

"Having had much success with our recent expansion into the eastern states market, we felt that Feral Brewery was the perfect fit for us. A local Swan Valley beer compliments our range of wines and both companies have a real focus on delivering quality products for our customers," said Rob Marshall, Oakover's General Manager and Chief Winemaker.

Feral by name but not by nature, the Feral Brewing Company's choice of name is directly related to Varis's philosophy on Aussie beer — that it has been “domesticated” for too long — and as "feral" means "undomesticated" or "untamed" Varis's goal was to “unleash the beast”.

“The name, feral pig logo and our motto ‘undomesticated yet sophisticated’ are a quirky way of describing the unique range of high quality true-to-style ales and lagers produced by our award winning brewery,” said Varis.

Feral White will be available nationally through independent liquor outlets with a recommended retail price of \$60 per carton (24 x 330mL bottles).

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For further information, trade enquiries or to arrange a sample contact:

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Background Information

Feral Brewing Company

Established in 2002, the Feral Brewing Company is a locally owned microbrewery situated in the Swan Valley, Western Australia, an area more well-known for its wineries than breweries. Although the microbrewery brews six different beers, only one beer, the Feral White (also known as the Belgium White), is currently being bottled and is now available in over 70 liquor outlets in Western Australia. However, a number of the other beers are also available "on tap" in various pubs in Perth.

Feral White Awards/Achievements

- Trophy - Champion Specialty Beer 2007 Australian International Beer Awards
- Gold medal (best in class) 2007 Australian International Beer Awards
- Silver medal (best in class) 2007 Perth Royal Show
- Rated one of the top five WA beers 2007 The West Australian (22/03/07)
- Bronze medal 2007 Sydney Royal Show
- Silver medal 2006 Australian International Beer Awards
- Silver medal (best in class) 2005 Australian International Beer Awards
- Bronze medal 2004 Australian International Beer Awards
- Silver medal 2003 Australian International Beer Awards

Oakover Wines

Oakover Wines is a family-operated winery located in the Swan Valley owned by third generation Swan Valley farmers. A winery was established in 2002 and today, Oakover Wines is the second largest producer of Swan Valley wines behind Houghton. Their philosophy is based upon producing quality Western Australian wines that offer customers value for money.

Oakover Wines offer two ranges of wines: the \$12 RRP White Label Range and the \$15 RRP Splash Range. The winery is currently producing 30,000 cases of branded product per annum and deals only with independent retailers, offering them a point of difference over the retail chains.

Oakover Wines are currently sold in 250 independent liquor outlets in Western Australia. In July 2006 they entered the Victorian market and are now ranged in well over 200 independent retailers in Victoria with a view to expand into New South Wales and Queensland in 2007/2008.