



ASX Announcement

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OPERATIONAL UPDATE

Gage Roads Brewing advances its 5-year plan with the appointment of a new National Sales and Marketing Manager

KEY HIGHLIGHTS:

- Appointment of Scott Player as National Sales and Marketing Manager
- Sales & Marketing Representative appointed in New South Wales
- National On-Premise Sales Manager re-locating to Victoria
- Fast-tracking supply of *Little Dove* Draught kegs to Victoria and New South Wales to meet demand
- *Single Fin Summer Ale* and *Atomic Pale Ale* commencing on-premise rollout of craft range in New South Wales

Head of National Sales and Marketing Team appointed

Gage Roads Brewing Co. (ASX: GRB) (“Gage Roads” or “the Company”) has appointed Scott Player as the Company’s new National Sales and Marketing Manager, as a key part of it’s 5-year plan.

Scott has more than 19 years of sales and distribution experience in the craft beer industry. Prior to his appointment he served as National Head of Sales at Matso’s Broome Brewery and Little Creatures, where he drove the development of sales strategy, new business opportunities and brand architecture.

Scott has a proven track record in developing national sales capabilities and delivering growth of multiple craft beer brands, notably taking Little Creatures to number one in the category and executing the sales and distribution strategy for Matso’s driving their niche product into the top 10 craft brands nationally.

Gage Roads Managing Director John Hoedemaker said the appointment of Scott Player was aligned with the Company’s ongoing strategic plan to gradually grow its national Sales and Marketing team as well as its presence into new states.

“Scott’s depth of knowledge of the craft beer industry, his proven track record in execution and extensive managerial experience is invaluable in helping us develop and execute a concise sales, distribution and marketing strategy which will see Gage Roads expand its national footprint.

“With this in mind, we have also recently appointed a sales and marketing representative in New South Wales, and are re-locating our high-performing On Premise Sales Manager to Melbourne to take on a national role and spearhead our efforts in Victoria” said Mr. Hoedemaker.

Gage Roads Brewing Co Limited has been one of Australia’s leading craft breweries for over 14 years.

The Gage Roads craft range includes Atomic Pale Ale, Sleeping Giant IPA, Narrow Neck Session Ale, Breakwater Australian Pale Ale, Single Fin Summer Ale, Pils 3.5% and Small Batch Lager which have grown to become one of Australia’s most popular suite of brands.

Through its contract brewing services division, Australian Quality Beverages, the Company also provides specialist contract brewing and packaging services to brand owners throughout Australia.

***Little Dove* demand surging**

A surge in demand of *Little Dove Draught* has seen the Company accelerate its supply of kegs to Victoria and New South Wales.

Little Dove, a 6.2% New World Pale Ale, was recently awarded the trophies for 'Champion Australian Beer' and 'Best New World Style Pale Ale' at the Australian International Beer Awards. The Company is expecting to commence bottling of *Little Dove* in Q1 FY17 in time for the summer period.

Draught rollout in New South Wales

Gage Roads commenced the rollout of its core craft range with *Single Fin Summer Ale* and *Atomic Pale Ale* available on premise in New South Wales. With the on premise market representing 31% of the total beer market, the draught rollout in New South Wales is a further positive step for Gage Roads in distributing its craft brands through all channels and aligns with its recently launched 5-year plan.

Gage Roads Managing Director John Hoedemaker emphasized the importance of this milestone. "A key pillar of our strategy is a focus on building national awareness of our brands. The draught rollout is opening up more opportunities for consumers to trial our products and engage with the Gage Roads brand values and ethos.

"Our on-premise strategy will give beer drinkers nationally the opportunity to discover our craft beers and build a positive connection with our brand," Mr Hoedemaker concluded.

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