



ASX ANNOUNCEMENT

29 May 2018

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**GAGE ROADS APPOINTED OFFICIAL BEER AND CIDER PARTNER OF  
CRICKET VICTORIA**

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Gage Roads Brewing Co Ltd (**ASX: GRB**) is pleased to announce that it has been appointed as the Official Beer and Cider Partner of Cricket Victoria.

As part of the three-year partnership, Gage Roads has secured the rights to serve its beer and cider at the CitiPower Centre at Junction Oval and at Cricket Victoria's official functions for the Melbourne Stars, Melbourne Renegades and at Cricket Victoria home matches and at all Cricket Victoria events.

"This is a very exciting and important partnership for us and continues the roll-out of our brand-in-hand marketing strategy, targeting increasing sales and market exposure on the east coast of Australia. This partnership opens the doors for our range of beers to be enjoyed at Premier Cricket clubs and community clubs across Victoria," said Gage Roads Managing Director, John Hoedemaker.

"From grassroots level to first class cricket, Victorians are as passionate about their cricket as we are about brewing quality beer so it's a natural fit."

Cricket Victoria CEO Andrew Ingleton welcomed the new Gage Roads partnership at an exciting time for both organisations:

"Having Gage Roads partner with us here at Cricket Victoria is a tremendous result and the added benefits for our Premier Cricket and community clubs across the state will help build a strong relationship with this innovative, fast growing brewery," said Mr Ingleton.

"With a wide range of craft ales as well as a mid-strength and cider options, Gage Roads will provide great choices for our fans to enjoy while watching the cricket at our new home in St Kilda."

Gage Roads' partnership with Cricket Victoria follows on from them securing the exclusive beer and cider rights at Perth's new Optus Stadium and being named as the official beer and cider partner for the Western Force and Rugby WA, and an inaugural partner with Rugby Australia for the Sydney stop of the World Rugby 7's Series.

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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, Little Dove New World Pale Ale, 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.

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