



**PEOPLE'S
CHOICE
WINNER
BEST LAGER**
— OCT 2009 —



effen

Live the **oath!**

November 2009

effen premium lager wins the people's choice

effen premium lager took out the **People's Choice Award** for the **best Lager** at the Federation Square Victorian Microbrewery Showcase held on 28th and 29th October 2009. The highly revered and popular event is held in March and October every year and this is the first time Effen Enterprises exhibited.

The event was held over 2 nights with over 1,200 avid beer lovers attending. Attendees voted for their favourite beers in the following categories; best wheat beer, best pale ale, best dark ale, best stout, best Belgian beer, best specialty beer and best lager.

"It's humbling to win such an award amongst the state's craft beer elite" said Ryan Leslie, Director of Effen Enterprises. "We know we've got a great beer, the smoothest craft brewed lager on the market, and it's fantastic to receive praise from the beer lovers themselves".

effen™ Premium Lager is a craft brewed lager comprising of Australian malts and New Zealand hops. It has robust malt and hop aroma and flavour and is exceptionally smooth. "It's a cross between an aromatic European lager with plenty of hop character and body and a sweet malty Australian lager with mild bitterness" said John Greenwood, Effen Brew Boss.

effen™ Premium Lager is available in leading bars, bottles and restaurants across Victoria and to a lesser extent in Queensland and Tasmania. A full list of stockist is available by visiting:

www.effen.com.au

For further information regarding the very popular Victorian Microbreweries Showcase and the People's Choice winners please visit: <http://www.fedsquare.com/index.cfm?pageID=207>

