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JUNE - JULY 2010
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BIERO: PIONEERING BEER DRINKING TECHNOLOGY

A Melbourne bar, owned and operated by a collective of young, entrepreneurial university graduates, has developed a world-first technology which allows beer lovers – from self-proclaimed experts to casual connoisseurs alike – to sample boutique beers from around the world, all without breaking the bank.

Biero, located at 525 Little Lonsdale St, Melbourne, has developed Beervault™ technology to extract beer out of bottles into an in-built reservoir which maintains the freshness of beer for around three days – a far cry from the one hour after opening that beer houses have struggled with in the past.

Co-Founder of Biero, Edwin Koh, said, *“The Beervault™ allows people to come in and try a \$70 bottle of boutique beer from for a fraction of the normal retail price - something that beer lovers have been wanting for a long time.*

The Beervault™ provides a way for the bar to dispense boutique beer into sampling glasses. By using carbon dioxide to take the beer from the bottle and push the beer through the Beervault™, the beer is deprived of any opportunity to come into contact with oxygen and prevents the beer's flavour from degrading. Using carbon dioxide also promotes a healthy head on the beer. What this means for the average drinker is that they can now access the sort of boutique beers they've always wanted to buy in a sample form.



The Biero collective developed the concept behind the Beervault™ technology while sitting in a fashionable Melbourne bar, wanting to try a selection of local and international beers they had either heard or read about. They came against two major obstacles - unavailability of stock and incredibly high prices.

The group decided that there had to be a way around this, and after unsuccessfully searching for somewhere they could try the vast variety of beer that the local / international brewing community provides, decided to start their own bar and pioneer a new type of 'beer-tasting technology'.

Biero have been contacted by investors locally and overseas who believe that the Beervault™ technology will translate well to their market.

COMMERCIAL DIRECTOR DENIS BROWN MOVES ON FROM DIAGEO AUSTRALIA

After 18 years with Diageo, the last 4½ years as Sales then Commercial Director Australasia, Denis Brown has announced his decision to leave the company. Denis has had an outstanding career with Diageo spanning many roles and numerous markets.

After four and a half years in his current role, Denis considered moving to another market overseas within Diageo, but has decided to remain in Australia for family reasons.

As Brand and Marketing Manager of Bundaberg Rum in the 1990s, he oversaw the re-launch of the Bundy Bear campaign, as well as launching Dark & Stormy