

April 15, 2016

Media release for immediate use

Tuatara Brewing: Something Special Brewing in New Zealand

The global buzz about New Zealand craft beer has finally reached Sweden's shores and we're about to get a great taste of what it is all about. New Zealand brewery, Tuatara Brewing, will launch their flagship, global award-winning beer, Aotearoa Pale Ale, in Systembolaget stores across Sweden this summer.

Tuatara's Aotearoa Pale Ale (APA) is brewed solely with New Zealand hops, giving it the distinctive tropical fruit aroma and flavour profile that has made New Zealand craft beer so globally popular.

Look for it on shelves from June 1, 2016 - just in time for the summer solstice, Midsommar holidays and the celebration of traditional rituals. One of which is, of course, drinking that most ancient of celebratory beverages – beer!

Tuatara Brewing is located just outside of Wellington, New Zealand – otherwise known as the Craft Beer Capital of the Southern Hemisphere. Tuatara has been a leading light in the New Zealand craft beer scene since it was founded in 2000, and is known for its intensely-hopped but well-balanced and accessible ales.

It's a great time to be in New Zealand if you enjoy good beer, says Tuatara's International Business Manager, Charles Vaughan. "I've met many people all around the world who say that New Zealand craft beer is hot on the heels of American craft beer as the best globally!"

New Zealand craft beer is globally recognised as being a leader in the global craft beer revolution for two main reasons: edge of the world brewing creativity and the unique tropical fruit aroma and flavour of New Zealand hops.

New Zealand's geographical isolation and the purity of its environment have played a crucial role in developing and growing hop varieties with distinctive aromatics and flavour profiles. These New World hop varieties, developed in New Zealand's unique environmental conditions, have made them wildly popular with overseas brewers and beer drinkers alike.

"New Zealand has already blazed this path before," says Calle Nilsson of Concealed Wines who import Tuatara into Sweden. "The same combination of factors made New Zealand into the leader of the New World wine revolution." Grape varieties, like hop varieties, take on sensational characteristics when grown in New Zealand's pristine environment.

We recently had the opportunity to discover the magic of New Zealand hops ourselves when we sampled Tuatara's annual limited edition release green-hopped IPA, Conehead.

"Green hopped" means hop cones are plucked fresh off the bine during the annual hop harvest and popped straight into the brewing process, instead of using dried, processed hop pellets. These unprocessed fresh hops retain all of their aromatic oils and contribute delicate, almost ethereal flavors to green-hopped beers.

Tuatara Conehead is so popular that it sells out before it is even bottled and kegged - even though Tuatara doubles production every year! Unfortunately this means that Sweden will have to wait at least until next year before tasting Conehead.

No worries though - Tuatara has shipped their iconic Aotearoa Pale Ale over instead - grab some as soon as you can because we predict it will sell fast!

Additional notes:

- Tuatara APA Aotearoa Pale Ale won the Systembolaget tender for an all New Zealand hopped pale ale in 2015.
- New Zealand hops are sought after by brewers all over the world and they are used in a number of global award-winning beers. However, more and more of those global award winning beers are being brewed in New Zealand by a thriving brewing scene.
- New Zealand hops are grown in New Zealand's beautiful river valleys and plains under a low impact, integrated pest management system to produce certified spray free hops and a range of completely organically produced and certified hops.
- New Zealand hop varieties include: Nelson Sauvignon, Motueka, Wai-Iti, Riwaka and Southern Cross
- New Zealand has the most brewers per capita of any country in the world.

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