



**MEDIA STATEMENT:**

**NEW CHAPTER BEGINS FOR EMERSON'S**

**Tuesday 6 November, 2012** – Emerson's is pleased to advise that we have today reached an agreement with Lion who will acquire 100% of the shares in our Dunedin based craft beer business.

Effective 30 November 2012, Emerson's will begin an exciting new chapter in its 20 year brewing history as our team of 12 and our great range of craft beers are welcomed into the Lion NZ family.

Emerson's will remain as a standalone business unit within Lion and will continue to produce the same great beers from the same Dunedin brewery with the same great people.

Brewery Founder, Richard Emerson says "It is business as usual for Emerson's – the taste, integrity to style, quality and consistency of our beers will remain the same. Lion's ownership allows us to continue doing what we do well –experimenting and brewing great beer. We will now have the backing to help us to realise our growth aspirations".

"This is a very exciting opportunity for Emerson's and the team and we remain committed to Dunedin and maintaining the brand's distinctive character and authenticity", says Emerson.

Rory Glass, Lion NZ Managing Director says "Emerson's is a fantastic brand with a rich story and iconic beers. It complements Lion's existing beer portfolio well and allows us to offer our customers an enhanced proposition with a leading portfolio of brands across the specialty, boutique and popular craft market."

Richard Emerson, General Manager Bob King and Brewing Manager Chris O'Leary will retain the day to day running of the Emerson's operations and all other roles within the Emerson's business will remain unchanged.

Emerson's is one of the most successful craft breweries in New Zealand and has won numerous brewing and business awards over the years including BREWNZ Champion Brewery 2009 and the Supreme Award Winner at the 2010 Westpac Otago Chamber of Commerce Business Excellence Awards.

**ENDS**

**For further information contact:**

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***Notes to Editor – see over page***

### **About Emerson's:**

After experiencing beers overseas, Richard Emerson returned to New Zealand and was inspired to try and create that variety and quality here. Building on his passion and brewing jobs overseas, he set about experimenting on a small scale.

The company was formed in October 1992 with help of family and friends. The first brew from the 4 Grange St, Dunedin site was London Porter in January 1993. Growing consumer demand led to rapid expansion and a move across the road to larger premises which were also soon outgrown. In 2005 Emerson's moved to the present Wickliffe Street site.

With the two kettles of 1200L and 5000L we have the flexibility of brewing small batches and the 'economy of scale' with the larger plant. The brewhouse is able to brew 1 million litres per annum and we are still adding more tanks to match the growth of the business. Packaging is done on an American made bottling plant, a neat wee machine that churns out 1200 x 500 ml bottles per hour.

Run by an enthusiastic team of twelve full time staff and several part timers, we pride ourselves on producing fresh beer full of flavour. We focus on having fun, experimenting and brewing great beers and this places our beers among the best in the world.

### **About Lion:**

Lion is a leading beverage and food company with a portfolio that includes many of Australia and New Zealand's favourite brands. They employ about 7500 people, with about 1000 employed in the New Zealand business.

In New Zealand, their focus is on the production, marketing, sales and distribution of beer, wine, cider, spirits and RTD products, as well as a range of non-alcoholic beverages.

Lion are the country's largest brewer as well as producing, marketing and distributing a number of international beer brands under licence. They are the second biggest player in wine and thanks to our International brand partners; they also proudly distribute the most popular brands in almost every spirit category.

Their market position demonstrates Lion's commitment to championing brands that consumers adore, working with their customers to ensure they always have the brands that people want, when they want them, and ensuring that they have the systems and processes in place to consistently provide products that people keep coming back for.

As New Zealand's largest alcoholic beverages company, they recognise our business exists within the community, not outside it. They acknowledge their responsibilities to preserve the natural resources the business relies on for current and future generations and encourage the healthy and responsible enjoyment of all their products. [www.lionco.com](http://www.lionco.com)