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De Bortoli looks to double its success

By ROSS TYSON

DE BORTOLI Wines' assault on the domestic beer market is gathering momentum, with the company set to double its fermentation capacity of its boutique brew Red Angus next month.

Last year, the local winemaker parted with three generations of tradition with the release of its German-style pilsner domestically.

Such has been the demand for the product, the company has had to quickly expand its brewing capacity, according to head brewer Neal Cameron.

"We're selling really well," he said. "We've got great presence, particularly in Victoria, and locally in Griffith and Wagga people just love it.

"We're actually doubling our fermentation capacity next month to keep up with demand."

The company's push into the highly competitive boutique beer market has received strong support from the NSW government, and especially local MLC Tony Catanzariti.

Mr Catanzariti, who launched the beer in the Speakers Garden at Parliament House last Wednesday, congratulated De Bortoli Wines on its new brew.

"De Bortoli Wines produces more than four million cases of wine each year and employs more than 200 people, and this new product will allow the company to expand into the beer market across Australia and overseas," Mr

Catanzariti said.

"The company has invested over \$2 million in expanding its operations to enter into Australia's fast-growing premium beer market.

Although he wasn't able to attend, Mr Cameron said he understood the beer was a hit at the launch.

"Well, from what I understand it went very, very well," he said. "They had 100-plus people there and a few journalists as well and they managed to get through a respectable amount of beer considering it was lunchtime."

Mr Cameron said in time the company would consider expanding its beer range and taking on the global market, but for now it was just concentrating on establishing itself domestically.

"There's a lot of excitement around the beer at the moment and I guess we would wait until that dies down a little until we put another line out there," he said.

"It took us an awful long time to develop this beer and get it the way we want it to be, so we might just hold off putting another great beer on the market.

"In terms of tackling the international market, we just don't have the capacity at the moment - we're pretty much selling everything we have. So, we won't go overseas for some time yet, but we'd love to give it a go."



BREWERS Neal Cameron and Adam Taprell toast the launch and success of the Red Angus beer. Local MLC Tony Catanzariti, who launched the beer in the Speakers Garden at Parliament House last Wednesday, congratulated De Bortoli Wines on its new brew.



DE BORTOLI WINES