

# **BEER**

Over the past three decades the beer sector has taken a battering from the ever increasing consumption of wine. A form of cultural cringe has banished it from the dining room table and sent it out to the "barbie". However, with a multitude of interesting beers available, marketing teams are now in overdrive to convince retailers to give them a try.

## Australia's Premium Light

Cascade's Premium Light was created to satisfy demand from consumers for a high quality premium light beer. It appeals to premium drinkers seeking a light alternative and to light beer drinkers seeking a premium choice. Lion Nathan has launched a new premium low-alcohol beer, it will be released initially in NSW and the ACT.

#### Cooper goes Vintage

Coopers Brewery have launched Coopers Extra Strong Vintage Ale, an ale that is meant to be laid down like wine and matured in a cellar for around 18 months. This was released in South Australia late last month. The limited edition beer features a batch number and date on the bottle. Only 22,000 cases of the first batch were produced with 12,000 cases distributed in South Australia and the balance interstate.

#### **Imported Beers**

Australia's most popular imported beer is Corona from Mexico. Corona was picked up by the trend-setters, (guys and gals) from the advertising agencies and financial districts. It became an aspirational product, a positive way to ensure strong sales.

Beamish Red Irish Ale has a distinctive chestnut red hue. The rich malts add to the balance leaving a clear palate to contemplate more of this delicious ale.

Newcastle Brown Ale. This ale has a full flavoured taste with a good balance of chocolate and crystal malts together with English hops. It is an extremely smooth beer leaving no bitter after taste.

Tennent's of Scotland, Bass & Co from Britain, Caffrey's Irish Ale, Beamish Red Irish Ale, Budweiser and Miller from the USA, Kilkenny Draught Irish Beer, Beck's from Germany, Heineken Brewed in Holland, Moosehead Canadian Lager, Stella Atrois from Belgium and Tuborg from Denmark are some of the many imported beers that are available.

## **SPECIALS FOR CHRISTMAS**

#### Sparkling Whites & Liqueurs

Blues Point	\$8.95
Sir James	\$11.95
Jacobs Creek	\$9.45
Baileys Irish Cream	\$27.95



# MEMBER SERVICES GUIDE OUT NOW

The 1998/99 Member Services Guid has been distributed with this issue o *Balance*. If you have not received you copy, contact the Law Society on 89815104.

There have been a number of new contributors to the scheme and most are offering up to 15% discount on presentation of a current Law Society Membership Card.

The 1998/99 contributors to the Law Society Member Discount Scheme in Darwin are:

- Night Affaire
- Calvi's City Fashion
- Country Classics
- Beach Bums
- Denim & Daks
- Jape Furnishing Store
- Creations Hair Studio
- Sterns Jewellers
- Jeany's Liquor Store
- Hourglass Jewellers
- Mitsubishi Motors
- Tyre Power
- Cafe Bella (Nightcliff & Cavenagh)
- National Flags

# in Alice Springs:

- Murray Neck Electric World
- Angus & Robertson
- Travelbaggers
- Hourglass Jewellers
- Oscar's Cafe & Restaurant

and contributors for Darwin and Alice Springs are:

- Downtown Duty Free
- Qantas
- BP Plus Card
- Rydges Plaza Hotel
- Avis

Refer to the Member Services Guide for each individual discount agreement.