



Media Release
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Yenda launches new mid-strength Session lager

Australian Beer Company has launched an exciting new mid-strength beer to complement the existing Yenda Beer range.

At 3.5% ABV, Yenda Session is a full-flavour, mid-strength lager. Brewed longer for a fuller flavour, it was well-received at this year's GABS festivals and last month went down a treat with rugby fans cheering the Wallabies to victory over Ireland at Brisbane's Suncorp Stadium.

Having made a successful debut, Session is now being launched nationally in two formats, 330ml bottles and on tap, in on-premise venues and selected off-premise retailers and independent bottle shops.

Said Yenda beerologist Sam Johnstone, "Mid-strengths are the second largest segment in beer, and fastest growing at 16% year on year as more consumers are shifting to more sessionable beers. Drinking in moderation is a key driver for that, mid-strengths are popular because they can be enjoyed for their lower alcohol and their crisp fresh flavours.

"Unlike most craft brewed mid-strengths, Yenda Session is a lager, making it a refreshing, not too challenging alternative to heavier, more challenging beers. It's made in a traditional style but with more flavour and premium cues, which is what we think makes it a bit different."

Like all Yenda beers, Session is made with water from the Snowy Mountains and local barley from farmers in the NSW Riverina region. It's 100% natural, containing no additives, preservatives or any other nasties.

"More and more beer drinkers are now looking to trade up to something a little bit better, and we've seen that drive the shift away from traditional mid-strengths towards more contemporary, crafty cues.

"With Yenda Session, we've tried to bring that crafty, contemporary edge to the mid-strength category, with a liquid that really delivers when it comes to quality and a fuller flavour. We're already finding that combination of full flavour and mid-strength is hitting the mark, particularly for those occasions where you're with your mates watching the rugby."

As Official Beer of the Wallabies, perhaps it's no co-incidence that Session comes with a distinctive green and gold label.

Brewed by Australian Beer Company in the town of Yenda in the NSW Riverina, Yenda Session is available in 330ml bottles and on tap nationwide now in both the on- and off-premise and is accompanied by a range of trade support. Yenda Session has an ABV of 3.5% and an IBU of 17.

Source: IRI National Beer Volume Retail Scan, MAT to 01/04/2018

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About Australian Beer Company

Established in 2013 in the NSW Riverina town of Yenda, Australian Beer Company's small team of brewers brew award-winning craft beer and cider that celebrate its rural heritage and showcase local ingredients. Yenda is the tenth largest Australian craft beer (IRI National Beer Volume Retail Scan, MAT To 01/04/2018) and its Yenda Crisp lager was last year voted Champion Lager at the 2017 Craft Beer Awards, run by the Independent Brewers Association. Further information on Australian Beer Company, the Yenda craft beer range and Pressman's Apple Cider, is available from www.yendabeer.com.au or by following [Yendabeer](#).