

COOPERS SENDS TASTE OF AUSTRALIA TO THE WORLD

Coopers Brewery has set its sights on producing around 90 million litres of beer a year by 2016, following the introduction of a permanent second shift in September this year.

The Adelaide-based brewer and proud Australian Made, Australian Grown (AMAG) licensee produced a record 62 million litres in 2009-10, but believes a 45% increase is achievable in the next six years as demand for its traditional products, Coopers Sparkling Ale and Coopers Pale Ale, continues to climb.

Coopers Chairman and Marketing Director, Mr Glenn Cooper, said that while most of this growth would come from Australia, significant opportunities existed overseas, especially in the United States, the United Kingdom, New Zealand and nearby Asian markets.

“One of the keys to improving our overseas sales is to ensure that potential buyers are aware of the origin of our product,” he said.

“We registered to use the Australian Made, Australian Grown logo in 2008 and used it to complement the kangaroo on the neck label applied to all exported Coopers beers.

“We’ve certainly found it to be very helpful in letting our customers know that our beers, like our company, are 100% Australian and this has proved to be an excellent marketing tool for us.”

The introduction of the second permanent shift has created at least eight new jobs in production and engineering.

Mr Cooper, who is Deputy Chairman of the Australian Made Australian Grown Campaign, said export sales had been relatively steady in the past year or two, largely as a result of the Global Financial Crisis and the strong Australian dollar.

“We have taken the opportunity to put in place new distribution arrangements and introduce efficiencies which will pay dividends as the international economy turns,” he said.

“The US will remain a major export target. Coopers’ beers fit into the craft beer market, which is the fastest growing sector of the alcohol market in America.

“Americans particularly like the fact that Coopers is still family owned after five generations. They enjoy the prominent kangaroo on the bottle neck label and they love the fact that the beers are made without preservatives or additives.

“There is also a strong demand from Australian expats and visitors to the US who are looking for a taste of home and the Australian Made Australian Grown label helps in this market.”

Coopers is available in major cities across the US, as well as in selected supermarkets in the UK, another major export market for the brewer.

To find out more about Coopers Brewery go to www.coopers.com.au or phone (08) 8440 1800



ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.