









Date: 17/10/2022



For Immediate Release

UpFlow Brewing Co. non-alcoholic beer wins 5 awards at the prestigious Australian & New Zealand Independent Brewers Association (IBA) awards

Announced on Thursday 13th October 2022, non-alcoholic brewing company UpFlow Brewing Co. has taken out 5 awards in the prestigious Australian and New Zealand Independent Brewers Association (IBA) awards 'The Indies'. The category included both non-alcoholic beer and low / mid-strength alcohol beer entrants.¹

Impressively, not only did every beer UpFlow Brewing Co. produce win awards, but UpFlow Brewing Co were crowned Grand Champion - Contract Brewer competing against alcoholic brewers.

The awards are -

Gold Medal – UpFlow Brewing Co. Stout

Silver Medal – UpFlow Brewing Co. Classic Pale Ale

Silver Medal - UpFlow Brewing Co. Ultra-Pale Lager

Silver Medal - UpFlow Brewing Co. New World IPA

Grand Champion – Contract Brewer

In an industry increasingly dominated by corporates, the IBA awards received 1,458 beers from 207 independently owned breweries. Beer was judged by 49 stewards and 55 of the best and emerging judges from Australia and New Zealand. The No / Low Alcohol category received over 125 entries.²

The high number of entrants reflects the increasing popularity of non-alcoholic and low alcohol beers. In Australia, the non-alcoholic beer segment alone has more than doubled in annual sales since 2019 to \$91M at the end of 2021 and forecast to grow to \$124M by the end of 2022.³

This growth is driven by more people than ever who are changing the role alcohol plays in their life. They're taking a break, prioritising health and fitness, looking to establish better connection with family and friends, or making a conscious choice to get more done.

Head brewer and founder of UpFlow Brewing Co. Julian Sanders and his company Spark have been building breweries for over 10 years. Taking out the 'Grand Champion – Contract Brewer' proves you don't have to own a brewery to produce high quality award winning beer – but it probably helps if you've built fifty of them.

Mr Sanders says, "UpFlow Brewing Co. is a passion project for me. Having built breweries for the last 10 years, I wanted to develop the best tasting high quality beer that changed the way people think about non-alcoholic and low alcohol beers. To have all our beers win awards in a category that includes midstrength beer is something we're very proud of."

Ends

Contact: Crystal Evans – Sales and Marketing Executive UpFlow Brewing Co.

m: +61 (0)439 004 469 e: <u>crystal@uplfow.beer</u>

web: www.UpFlowbrewing.com.au

 1 Non-alcoholic beer is <0.5% ABV, low alcohol beer (sometimes called mid-strength) is 0.5% - 3.5% ABV

² IBA Awards Media Release Oct 2022. <u>www.IBA.org.au</u>

³ Euromonitor Passport Non-Alcoholic Beer Statistics Oct 2022.

Tasting Notes

UpFlow Brewing Co. 'Stout' = DARK - BITTERSWEET - ROASTY (Gold Medal)

The selection of Pale, Munich & Roasted malts give this beer layers of caramelized nuts, deep bittersweet chocolate and tangy espresso. Bold & complex, even without the alcohol. It keeps you wanting more at any time of the day.

Awards - Gold 2022 Indies Awards, Bronze 2022 Australian International Beer Awards, Judged Australia's Best Non-Alc Beer 2020 in blind tasting of 25 non-alcoholic beers (The Crafty Pint).

UpFlow Brewing Co. 'New World IPA' = VIBRANT - FRUITY - DRY (Silver Medal)

Pale & malted wheat provides a slightly hazy appearance, paired with loads of new world hop varieties, providing bold flavours of tropical fruit, citrus & pine. We've hopped our IPA with Mosaic, Citra & Amarillo from America, as well as Vic Secret from Australia. A clean malt profile provides a platform for those juicy hops to really shine, before a dry, lingering hop bitterness on the finish.

Awards - Silver 2022 Indies Awards, Silver 2022 Australian International Beer Award, Gold 2021 Indies Awards, Judged Australia's 2nd Best Non-Alc Beer 2020 in blind tasting of 25 non-alcoholic beers (The Crafty Pint).

UpFlow Brewing Co. 'Classic Pale Ale' = MALTY - COMPLEX - BALANCED (Silver Medal)

Malt and hops share the show here. Layers of Munich malt provides depth & complexity, with a caramel and cookie like toasted crunch. This is paired with lots of noble hops - Halletauer and Saaz from Europe bringing classic flavours back into the spotlight.

Awards - Silver 2022 Indies Awards, Bronze 2022 Australian International Beer Awards.

UpFlow Brewing Co. 'Ultra-Pale Ale' = LIGHT - CRISP - REFRESHING (Silver Medal)

The lightest in colour and most delicate in our range, from the use of wheat exclusively. It has a clean graininess and creamy mouthfeel, it's lager-like crispness is comfortingly familiar. Topped with a light bittering of Citra & mineral bite on the finish, it's super dry & as refreshing a beer as you'll ever get.

Awards - Silver 2022 Indies Awards, Silver 2022 Australian International Beer Awards.