

INDEPENDENT BEER
CRAFTED BY MATESHIP





OUR STORY

A BREWERY BUILT BY MATESHIP

Born on the Sunshine Coast in 2013, this story was crafted by a community of mates, a dream of living your passion and a celebration of everything great about our Australian culture...

The Your Mates story began with two mates, Hep and McGarry, sitting on a blue futon in their makeshift garage bar chewing the fat about life. Drinking craft beer was a new hobby of theirs, but after a while, they struggled to find a beer brand they could connect with. The challenge was announced and quickly accepted — to search for an independent beer that was non-intimidating for the social beer drinker. After consuming countless beers (in the name of research), they had given up their search for the perfect beer.

One foggy evening, the uncalculated decision was made — to brew their own perfect session beer. “Maaate, how bloody hard could it be!?” This naive statement marked the beginning of what would be a classic Australian underdog story. In 2014, Hep and McGarry both quit their professional careers to pursue their brewery dream. Starting a brewery without a single dollar in their banks or any experience in beer manufacturing proved to have more challenges than a spoonful of dry milo.

But the boys had something far more valuable... a community of mates willing to lend a hand when times got tough. This mateship, combined with several years of blood, sweat and beers, took the Your Mates name from a coastal garage operation to one of Australia’s most popular independent beer companies.

OUR VISION



**TO INSPIRE MATESHIP
THROUGH GREAT BEERS**



**YOUR
MATES**
BREWING
CO.

WHO'S
SHOUT?

OUR MISSION

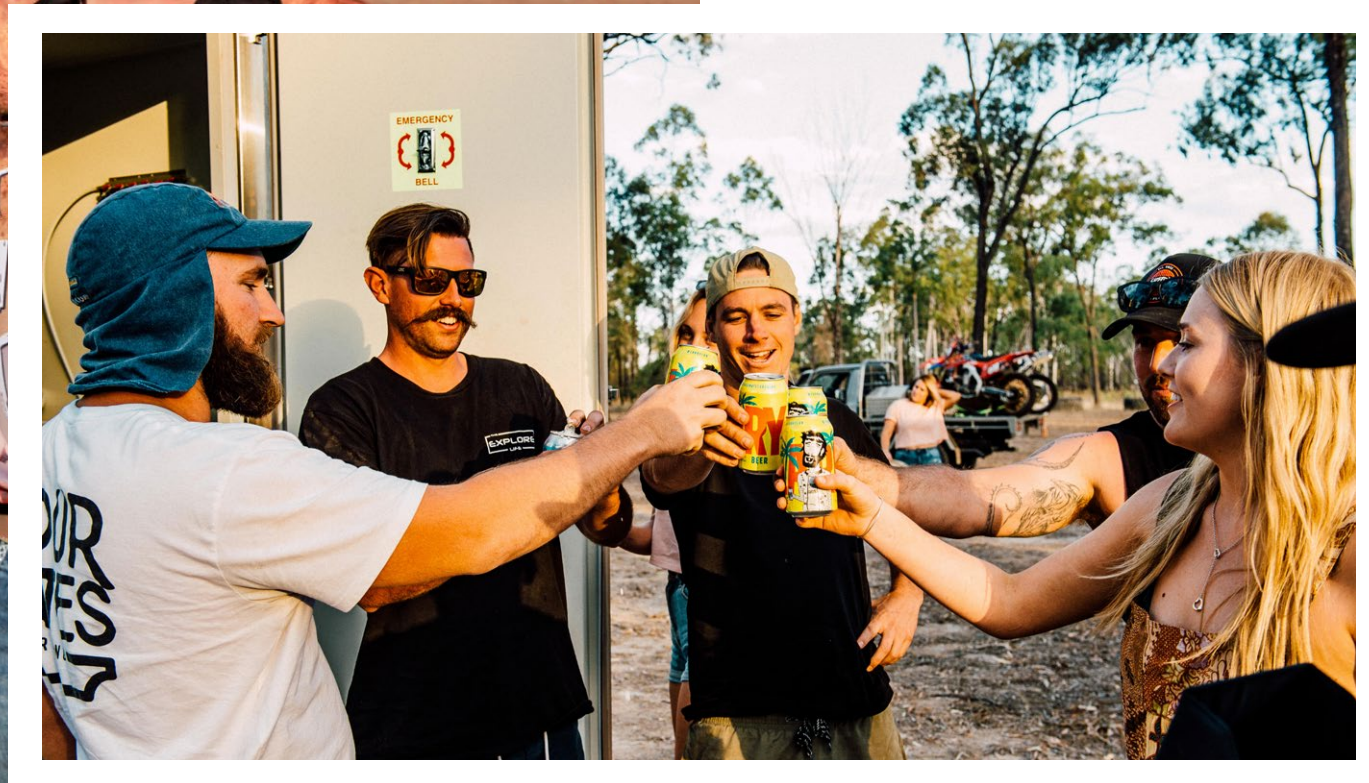
1. TO INTRODUCE EVERYONE TO
OUR MATE LARRY
2. TO BE THE MOST AUTHENTIC BEER
COMPANY IN THE WORLD



What started as a two mate beer operation has grown to a dream team of over 50 legends who embody our core values.

Together we have achieved some huge milestones, from airing on the National TV show Shark Tank, finally opening up our own brewpub on the Sunshine Coast, camping, fishing and exploring around our beautiful nation as well as just recently being voted the 4th most popular beer in Australia. Yes, we cried real tears that day.

Mateship is still at the core of everything we do. Our mission is to be the world's most authentic brand and spread our mateship message to anyone who'll pull up a camp chair and listen... obviously we'll shout the beers!



OUR PILLARS

THESE FOUR PILLARS ARE THE BEDROCK OF OUR BUSINESS
& GUIDE OUR DECISION MAKING ON A DAILY BASIS.



GOOD BEER

TO CRAFT FULL FLAVOURED,
HIGH QUALITY BEERS THAT CAN
BE ENJOYED BY EVERYONE.

GOOD MATES

TO BE A POSITIVE INFLUENCE TO OUR
COMMUNITY, ENCOURAGING MATESHIP
AND INCLUSIVITY.

GOOD TIMES

TO ENCOURAGE OUR GOOD TIMES
COMMUNITY TO ENJOY AND SUSTAIN
OUR NATURAL PLAYGROUND.



GOOD BUSINESS

TO BE THE BEST BEER COMPANY TO
WORK FOR AND TO WORK WITH.


A man with a beard, wearing a tan hat and a vibrant yellow Hawaiian shirt with floral patterns, is smiling and holding a beer can towards the camera. The can features a caricature of a bearded man. He is standing outdoors in a grassy area with trees and a building in the background. A white text box with a black brushstroke border is overlaid on the right side of the image.

OUR BEERLIEFS

**BREWING BEER IS COMPLICATED.
BUT ENJOYING BEER SHOULDN'T BE.**

Beer doesn't need to be put on a pedestal; it simply complements life's moments.

We believe in the simple pleasures in life. Kicking back around the campfire with family, cooking a BBQ with mates, or just mowing the lawn for the second time this week. We like to keep it simple and go with the flow.

A group of about ten people are sitting in a circle on a large blue tarp in a campsite. They are surrounded by various vehicles, including a white SUV with a tent on top, a white caravan with 'CRZR VAN' branding, and several pickup trucks. The background is filled with tall, thin trees under a clear sky. The scene is set in a dry, open area, likely a campsite or a festival ground. The text 'ONE THING IS FOR SURE, GOOD BEER IS ALWAYS BETTER ENJOYED WITH MATES.' is overlaid in large, white, distressed font across the center of the image. Below it, in a smaller white font, is 'WE'LL CHEERS YOU TO THAT!'. In the foreground, a yellow box of 'ADDIT YOUR MATES SALTY STICK CRABBY' is visible on the tarp. A light-colored dog is lying on the tarp, and a black dog is lying on the ground to the right.

**ONE THING IS FOR SURE, GOOD BEER IS
ALWAYS BETTER ENJOYED WITH MATES.**

WE'LL CHEERS YOU TO THAT!

OUR PRINCIPLES

THESE PRINCIPLES ENCOMPASS EVERYTHING WE BELIEVE IN.

1. WE EXIST TO BREW GOOD BEER FOR GOOD MATES HAVING GOOD TIME MOMENTS!
We believe in the social element of drinking beer.

2. WE WORK HARD, WE PLAY HARDER!
Brewing beer and enjoying life share the same principles – balance.

3. OUR ACTIONS SPEAK LOUDER THAN OUR WORDS!
Our reputation is all that we have.

4. WE HAVE AN OPEN DOOR POLICY. TREAT EVERYONE LIKE YOUR MATE!
Everyone deserves to drink good beer.

5. WE GET SHIT DONE!
We started out wingin' the hell out of it, and we're still holding on for dear life!

6. WE FROTH ON WHAT WE DO!
Otherwise why the bloody hell are we doing it?

7. WHAT COMES AROUND GOES AROUND, BE A LEGEND!
We believe in treating people (and our beers) like they deserve to be treated, with respect.

8. WE TREASURE OUR NATURAL PLAYGROUND!
Because it's the only one we have.

9. QUALITY OVER QUANTITY!
This is true about all aspects of life.

10. WE LOOK AFTER OUR MATES
Our community is our soul.

OUR BRAND

YOUR MATES ISN'T JUST A BRAND, IT'S A LIFESTYLE.
DRINKING GOOD BEER WITH GOOD MATES AND HAVING A GOOD TIME.



OUR M

WE ALL KNOW PEOPLE
LEGENDS SO WE
BREW A BEER IN T

THESE ARE Y

Every group of mates has individuals with different personalities; little quirks and traits that make them who they are. Like your mates, all beers share commonalities. But each has their own style, a different body shape and their own distinct flavour for life.

MACCA LAGER



Macca likes to keep things simple. There's no secret to his happiness besides an outdoor adventure and an old-fashioned chinwag. He's your true blue mate who won't **#CrackaMacca** until a fish is in the boat. You can always count on your mate Macca!

SALLY IPA



Sally's passion for Australia's backyard is no secret. A bold explorer of nature, she is always pushing the horizon for botanical beauties. Rain or shine, it's always a good time with your mate **#SunshineSally**.

Tilly GINGER BEER



Tilly is a free spirit with a refreshing zest for life. She's your bubbly mate, bursting with infectious positive energy. Friend or stranger, she's always up for a chat that'll brighten your day. The glass is always half full with **#GoodTimesTilly**.

MATES

PEOPLE LIKE THESE
WE DECIDED TO
GIVE THEM THEIR HONOUR.

YOUR MATES!

This is why our beers are represented by a few legendary characters we have all met in our lives. Although they are all different, they share a common underlying principle – they're all top notch mates.



Everyone knows a Larry. He's a summer lovin' party shirt kinda fella. In his element at the beach or a BBQ, Larry is always frothing! He is your **#Larrycan** mate.



The froth level is always dialled to 11 when you're with your mate Eddie. The ultimate yes man, Eddie buzzes with infectious energy and is constantly chasing his next adventure. He's all gas and no brakes with no time for hangovers. You ain't truly livin' unless you've got a mate like **#ExtremeEddie**.



Donnie is the dark horse, the strong and silent type. He might seem a bit intimidating at first, but after a good chinwag you'll find that he's a smooth operator with a heart of gold. If you've got a mate like **#DonnieDarkAle**, you've found a mate for life.



MATESHIP

IT'S WHAT TETHERS US TOGETHER!

Mateship is an unspoken bond between people. It's about being there for your mates through thick and thin, for the highs and lows. To celebrate or commiserate with a beer at hand.



INCLUSIVITY

**WE ARE CREATING A FOUNDATION
FOR A NEW CRAFT BEER CULTURE.**



Good beer is for everyone, not just the elite.
We want to encourage everyone to be inclusive
— to never leave anyone behind.

A group of four men are on a boat, engaged in fishing. The man in the center, wearing a light-colored shirt and a tan hat, has his right arm raised in celebration. To his left, another man in a light shirt and a dark hat is holding a fishing rod. In the foreground on the right, a man in a dark jacket and a black cap is smiling and holding a blue beer can. The background shows the blue ocean and a bright sky.

PARTICIPATION

**WE BELIEVE IN THE SOCIAL ASPECT
OF DRINKING BEERS!**

A well earned beer always tastes best!
We encourage our community to get out there,
get amongst it and earn their end of day beers.

A photograph of two men in suits smiling at an event. The man on the left is wearing a dark blue suit with a red poppy and a pilot's wings. The man on the right is wearing a blue suit with a beard and medals. They are holding a large sign with text. The background shows a blurred event space with string lights and other people.

COMMUNITY

WE EXIST BECAUSE OF OUR MATES!

Your Mates was built for and by our beer community, so we are proud to give back to our mates. We are conscious about the product we produce and the impact it has on our surrounding community.

We have decided to challenge ourselves and raise over \$100,000 each year for mental health and other life changing charities in Australia.



OCEAN CLEANUP

ICE

BR...
WORLD DRINKS
ICECREAMS
FRESH AND
ON...
LED CO...E

Toilets

FRAGILE

YAROOMBA

VOLUNTEER

SON OF A GUN

YOU'RE THE HERO

GREEN CLEAN

GREEN CLEAN

GREEN CLEAN

GREEN CLEAN

GREEN CLEAN



SUSTAINABILITY

BREWING BEER HAS AN IMPACT ON THE ENVIRONMENT. WE ARE STRIVING TO MINIMISE OUR ECOLOGICAL FOOTPRINT BY IMPLEMENTING A GROWING NUMBER OF SUSTAINABILITY INITIATIVES, INCLUDING:

- Contribute tonnes of spent grain to local farmers every week which feeds their livestock. These farmers then supply us with fresh produce to use at the Brew House.
- Take part in the Container Refund Scheme by paying 10 cents on every can we use.
- Implemented a 100 kW solar panel system which supplements our power consumption by 65% with sun-powered energy.
- Reuse Paktech packaging and incentivise customers to return them for reuse with beer rewards.
- Donate our used malt bags to a local company called Boomerang Bags, who then re-purpose them into awesome carry bags which we then sell in our Brew House.
- Donate our used malt bags to several local clean up organisations and the Sunshine Coast Council, who reuse them as rubbish collection bags.
- Reusable Growler Program.
- Recycle food scraps for composting to feed our residential worms, providing nutrition to our in-house herb garden.
- Partnered with our mates at Project PARGO for a custom line of reusable cups and bottles.
- Partnered with Reef Check Australia for a monthly beer yoga event, with all proceeds donated to their initiatives in local reef health management.

YOUR MATES ADVENTURES

**BORN AND RAISED ON THE SUNSHINE COAST,
EXPLORING OUR BACKYARD IS IN OUR DNA.**



Exploring Fraser Island's notorious beach tracks, fishing for barramundi in the estuaries of the Capricorn Coast, snorkeling our glorious Great Barrier Reef systems, surfing Double Island Point with some local shredders. At the end of each day, we'll pull out our camp chairs, crack a cold tinny and reminisce on the adventures we had with our mates.



Watch our adventures here!



OUR CULTURE

WE PUT OUR COMPANY CULTURE FIRST AND PROFESSIONAL EXPERIENCE SECOND WHEN HIRING OUR TEAM MATES.

Your Mates employs like minded legends who share our vision. No doubt about it, good mates make a better world. We surround ourselves with who and what is right for us.



MATES
BREWING
CO.

OUR PEOPLE

IT IS OUR COLLECTIVE TEAM THAT DETERMINES OUR DESTINY.

Your Mates is only great because of our people. We recognise this and do all we can to be the best company to work for.



AUTHENTIC

HONOURABLE

TEAM MATES

PASSIONATE

TRUE BLUE

EMPOWERING

HONEST

INSPIRING

HARD YAKKA

YOUR MATES



OUR BENEFITS

OUR TEAM IS AT THE FOREFRONT OF YOUR MATES.

They wear our company values on their sleeves and are the reason we continue to blow people's expectations out of the ocean!

We have incorporated unique incentives and rewards to foster a positive culture in line with our core principles, including:-

YEARLY CAMPING TRIPS

PROFESSIONAL DEVELOPMENT OPPORTUNITIES

WEEKLY YOGA WITH A PROFESSIONAL INSTRUCTOR

MENTAL HEALTH DAYS

DISCOUNTED GYM MEMBERSHIPS

BEER & FOOD DISCOUNTS

FLEXIBLE WORKING CONDITIONS

CULTURAL DAYS, INCLUDING THE ANNUAL YOUR MATES CUP



QUALITY

QUALITY OVER QUANTITY

We started brewing in 2013 and focused on brewing one beer for 5 years to perfect our favourite session beer. Despite our rapid growth, our focus has always been on quality. We have invested in a world class laboratory with microbiological and sensory suites to continue to bring you top quality beer using only premium ingredients.

Whether you're drinking it on the salty coastlines of Queensland or in the dusty red centre of Uluru, we are striving to continuously bring you great tasting beer.

An aerial photograph of a beach scene. The water is a deep blue-green color, and the sand is a light tan. Several people are visible in the water, some on inflatable rings and others swimming. A small white boat is visible on the right side of the image. The text is centered in the middle of the image.

**WE ARE ON A MISSION TO INTRODUCE EVERY
SINGLE BEER DRINKING LEGEND TO OUR MATE
LARRY AND SPREAD OUR MESSAGE OF MATESHIP
ACROSS AUSTRALIA.**



BREWING **GOOD** TIMES



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