

# A new brew for Bowral? Pigs Fly

Beer lovers all over the Southern Highlands are celebrating the arrival of the area's latest premium beer "Pigs Fly" Pale Ale.

Pigs Fly is the first beer from the newest entrant into the burgeoning Australian boutique beer market, The Bowral Brewing Company.

After generating an overwhelmingly positive response from taste testers at a variety of Christmas and New Year parties, Pigs Fly is currently making its debut at a growing list of hotels, bottle shops and restaurants across the Highlands and Sydney metropolitan areas.

Pigs Fly emerged after brewer Joe Duncan and friend Gav Fisher were finalists in the 2004 Nescafe Big Break, a competition allowing young people to follow their dream.

The pair's business plan involved careful research into the art of brewing and the result was a combination of unique ingredients to create a delicate boutique beer with plenty of zing.

Joe has a background in winemaking with a Bachelor of Wine Science Degree from Charles Sturt University.

He has worked in the wine industry throughout Australia and overseas. Starting his career in the Southern Highlands he has worked at The Marist Brothers, Kells Creek and in 2004 was a winemaker at Joadja Winery in Berrima.

The award-winning team has joined forces with Moss Vale transport company owner John McGill and former 2ST/Power FM Southern Highlands manager Steve Anderson to form the Bowral Brewing Company and introduce Pigs Fly to the wider market.

Recent research into the Australian beer market has shown substantial growth in the demand for premium beers.

Joe Duncan said creating an association with the local area is an important part in the development of the company.

"The Southern Highlands is fast developing an excellent reputation as a centre for food and wine.

The Bowral Brewing Company wants to share in, and protect that reputation as we continue to grow.

"We would welcome any opportunities to work co-operatively with others in the local area," Mr Duncan said.

Mr Duncan says the company's vision is to establish the Pigs Fly range locally, nationally and internationally.

"We're realistic, but we're also planning strategically and that planning includes a commitment to carefully managed, but continuous growth that will one day include export. As the Pigs Fly slogan says, "Anything is Possible!"



Brewer Joe Duncan samples Pigs Fly Pale Ale, the latest boutique beer from The Bowral Brewing Company.