



# Passion for the taste of Pig's Ear brand

For Joe Duncan, his passion is for the taste of the Pig's Ear brand, and he already has a Pilsner recipe up his sleeve if the release of the Pale Ale proves to be a success.

"I love the flavour, which is why I'm glad the selling is up to John and Phil (Smith)," he said.

Mr Smith, an industrial graphic designer who had done a lot of work for beer and alcohol labels, came up with the Pig's Ear labelling.

Using all-Australian hops and barley, Mr Duncan said he was looking forward to the future.

Currently the Pale Ale is being brewed at the Australian Independent Brewers facility at Camden, but, in time, Mr Duncan said he would love to set-up

the Pig's Ear Brewery at Berimma, and perhaps even start growing the barley locally, too.

"There's plenty of wine in the Southern Highlands, so why not beer?" he said.

Mr McGill said while launching a new beer brand takes time, he would like to think that in 10 years' time the Southern Highlands will be known throughout Australia as the region of "Pig's Ear", the old English cockney

slang for beer, in much the same way it is known for its wines today.

"It's a slow process; all we can do is put in a big effort, and it's a great brew," he said.

"I think in 10 years everyone will be familiar with Pig's Ear."

The first 500 cases of Pig's Ear Pale Ale will be released in a number of Southern Highlands venues in November, including the Bowral Hotel.

**LEFT:** Joe Duncan is looking to the future with his Pig's Ear brand of boutique beer.