

WORTH ITS WAIT.

Brewed 33% longer for a better low carb beer.



## HEALTH CONSCIOUS BEER KEEPS GAINING POPULARITY

Although its aim is to not add to growing beer bellies across New Zealand, there's one thing Export 33 can't stop growing, and that's its following amongst Kiwis.

Loved by males and females alike, Export 33 proves that low carb doesn't have to mean low taste and it's not just us New Zealanders that agree: Export 33 was awarded a gold medal at this year's Monde selection awards in Frankfurt.

This award comes less than six months after Export 33 won was named Best Reduced Carbohydrate Beer in New Zealand for 2009 at the NZ Beer Awards and less than one month after Export 33 won silver at the 2010 Australian International Beer Awards.

Export 33 is brewed 33% longer (hence the name) than standard beer to remove unwanted sugars and reduce the beer's level of carbohydrates - without compromising taste.

Export 33 brand manager Dave Shoemack says the beer is meeting a growing consumer demand among New Zealanders who are increasingly conscious of the way they look and feel.

"More and more Kiwis love beer but naturally they're not so fond of beer bellies!" Shoemack says. "Export 33 is full strength, full flavour and low carb so now you can enjoy beer that is less filling without a taste trade-off – it's a beer for modern lifestyles."

And if part of your modern lifestyle includes participating in sporting events – you may even see Export 33 there too! The beer sponsors a range of weekend warrior events from ocean swims

and Round the Bays to the Lake Taupo Cycle Challenge meaning now you can refresh yourself after the race with a beer that's not going to undo all your hard work.

Low carb beer has taken over America and is the fastest growing beer category in Australia. Brewers around the world are embracing the 'healthy beer' philosophy – half the volume of beer sold in the US is low carb or low alcohol.

Each bottle of Export 33 contains only 4.3 grams of carbohydrate compared to more than 11 grams in the higher carb beers. Export 33 sits alongside award-winning Export Gold and Export Dry.

Export 33 is available in dozens or six packs and on tap at selected bars nationwide.