

## **Organic family brewery bowls the biggest in the business.**

### **Corporates given a lesson in smart presentation**

Mike's Organic Brewery, a tiny BioGro certified family brewery in Taranaki has taken out the Supreme Award for branding and packaging at the 2009 BrewNZ International Beer Awards, leaving the country's corporate brewing giants in the dust.

The biggest week on the New Zealand beer calendar attracted a record number of entries, with 74 of the country's top brewers entering more than 360 beers, up from 205 last year. The Awards attracted about 150 international entries from as far away as Russia.

But Ron Trigg, of Mike's beat the armies of marketing consultants behind the country's corporate brewing giants with some good old fashioned common sense. He personally went into supermarkets, took note of what stood out on the shelves, and then worked with a local design company to rebrand his beer and put it in a package customers would notice.

The result put his humble family brewery into the top tier of New Zealand brewers. Large or small, fewer than 25% of brewers come away from the awards with anything to show for it. Yet as well as the Supreme Packaging Award, Mike's Organic Ale took out a Silver medal in its class.

Ron says he already knew he had a great beer. His brews have picked up 5 previous medals, including the silver medal at the world's second largest beer competition in Australia in 2007.

He just needed to get his product in front of people in a way more people could recognise it. Ron gave it an easy to remember name, a distinctive logo, and put it in cartons cleverly designed to build a branding wall when stacked in bottle stores. (See accompanying image)

The BrewNZ judges aren't the only ones impressed. Ron says since the new Mike's brand hit the market in November, supermarket sales have shot up tenfold.

Mike's is one of only three fully BioGro certified breweries in the country. "Certified organic producers like Mike's Beer have established a reputation for the highest quality products. It's fantastic to see them taking on the world in other aspects of their operation - and showing the way there too. " says BioGro's CEO Michelle Glogau. "It shows once again that the organic sector is maturing into an extremely potent force in the market."

"The combination of a certified organic product and great presentation has given Mike's Organic Brewery an unbeatable combination."

In its eighth year, BrewNZ is the official New Zealand beer event, endorsed by the Brewers Guild of New Zealand.

## **About Mike's Organic Brewery Ltd**

Mike's Organic Brewery is a family business with 6 employees based at Urenui about half an hour north of New Plymouth.

Owned since 2007 by family members Ron, Jill, Mike and Rene Trigg, Mike's Organic Brewery has been operating since 1989 brewing Mike's Mild Ale. Today, it has two mainstay beers Mike's Organic Ale and Mike's Organic Lager and is preparing to launch three more (Mike's Organic Pilsner, Strawberry Blonde and Whisky Porter.) Recently it introduced a new German counter top draught dispensing system for cafes and bars serving Mike's beer. Mike's now has a strong presence in national supermarkets with an increased following in bars around the North Island.

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