



# Media Release



Level 2, 306 Smith Street  
Collingwood VIC 3066  
ACN 154 036 307  
[iba.org.au](http://iba.org.au)

## Despite The Knocks, We Still Have Indie Beer

On Saturday July 25, independent beer fans across the country are coming together to say, "Cheers to Indie Beer".

Only the second of its kind, Indie Beer Day and the nationwide synchronised toast at 7 pm (AEST), is designed to celebrate resilience, survival, and easing (in some states) of restrictions. Most of all, it's a toast to the great indie brewers and venues who have been doing it tough, many of which were dealing with fires and floods before this pandemic even began.

Breweries, pubs, and venues across the country are hosting celebrations (both physical and virtual), launching beers, and offering special deals to help us raise a glass to our favourite indie beer.

"With restrictions eased in most states, we need Indie Beer Day now more than ever. We need the people who love and support indie producers to give our industry a much-needed boost in every way," explains Independent Brewers Association (IBA) General Manager Kylie Lethbridge. "Many indie breweries are located in regional areas, so the loss of regional tourism and pub closures has hit them hard."

"Whether you're buying takeaway beers, ordering your indie mixed pack online, having a small gathering with mates or heading to your favourite local for drinks, make sure you ask for indie beer and raise a drink with us at 7pm on the 25th," says Lethbridge.

Sydney's Northern beaches will hit party mode as **Modus Operandi** celebrates its 6th birthday with new brews, top food, and tunes, traveling north to Queensland, newly established **Straddie Brewing Company** will be launching their Point Lookout Lager, and **Bribie Island Brewing Company** will be reopening its doors for the first time since lockdown. Over in South Australia's **Little Bang Brewing Company** is showcasing 21 taps indie beers from around the country. While Melbourne may be in lockdown, it doesn't mean they're not joining in the fun – **Killer Sprocket** is offering take away specials all day. From Margaret River to the Top End and all the way down south in New Norfolk, Tassie, you'll be able to [find indie beer and venues](#) celebrating in style. In fact, some [indie brewers have donned their dancing shoes](#) to get people excited for the day.

Wherever you are, join us for Indie Beer Day festivities. All they need to do is raise a toast and say, "cheers to indie beer", and don't forget to tag #askforindiebeer on social media.



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For more information about Australia's greatest beer toast and to find a map of participating venues, keep an eye on [askforindiebeer.com.au](http://askforindiebeer.com.au), and to see last year's Indie Beer Day toast, click [here](#).

ENDS

## More information

### **About Indie Beer Day:**

On July 25, we're inviting indie breweries nationwide as well as supporters and beer lovers to celebrate the local, independent beer with a nationwide synchronised toast at 7 pm (AEST). Anyone can join the festivities - whether it be at an indie brewery, pub, or at home with mates. All they need to do is share a pic on social media say, "cheers to Indie Beer" and tag #askforindiebeer on social media.

### **About Independent Brewers Association:**

The Independent Brewers Association provides a united voice for independently owned brewers across Australia. We work with government agencies, industry, trade, and international counterparts to represent the interests of Australian independent brewers. Working alongside our members, we seek to build a strong, sustainable future for our industry and to unify our sector under the vision of Quality Independent Beer Everywhere.

Head to [www.iba.org.au](http://www.iba.org.au) for more information.

### **For media queries or images, please contact:**

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