

■ The full product range includes Rochdale Cider, Mac's Real Ale, Southern Light, Mac's Gold, Mac's Ginger Beer and Black Mac.

Micro Breweries helping others brew their own

One of McCashin's subsidiaries has been Micro Breweries, a business set up to help hotel owners and other brewery operators brew their own beer on the premises.

Micro Breweries provides the equipment and expertise needed to set up an independent brewery of virtually any size. Its first project was completed in 1986 when it built a brewery in a pub in Takapuna.

It has since set up breweries in Tauranga, Hamilton, Hororata, Christchurch, Manukau City and Auckland, and built a larger operation in Rarotonga in 1988.

The advantages for a pub having its own brewery are numerous, says Greg Frampton, general manager. The biggest

advantage is total independence. There is a price advantage, and a definite marketing advantage in having a unique beer on tap that does not need any of the additives normally used. The beer recipe is tailored to customer requirements, says Frampton. "They tell us what they want it to taste like, and we can write the recipe."

McCashin's supplies the breweries with the raw materials — malt, yeast and hops — and with the expertise to keep a brewery running.

It takes a few months to train staff (depending on previous experience) and once the brewery is running, expert advice is close at hand.

"At the end of the day, we're only a phone call away," says Frampton. As small independent breweries become more

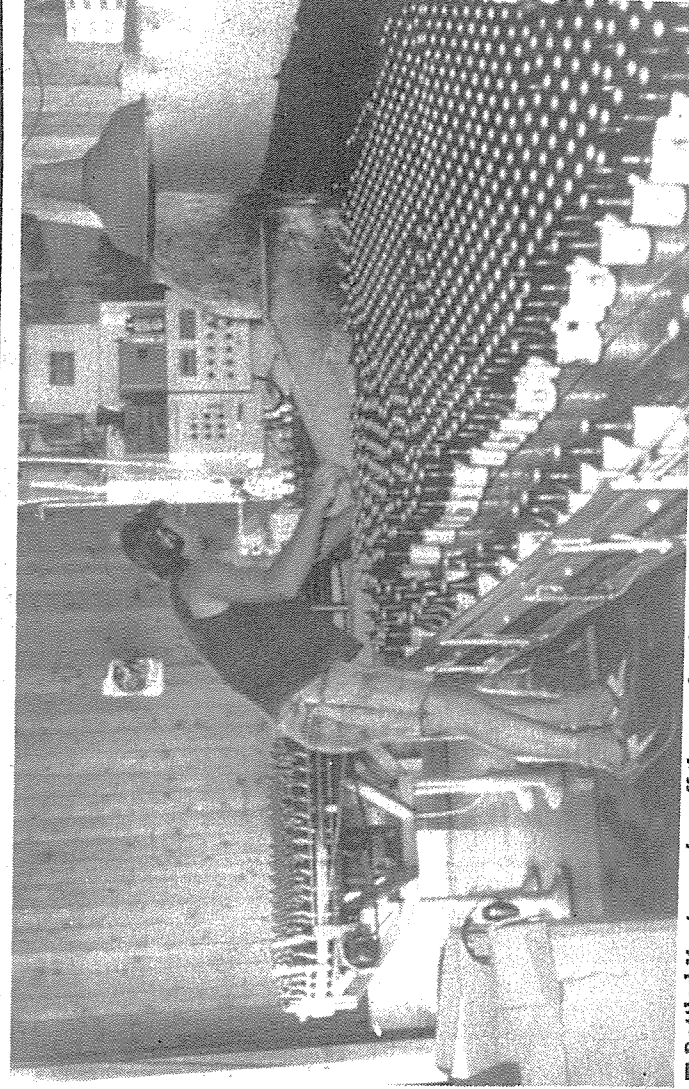
common, a new concept is gaining popularity — regional breweries.

These are generally slightly larger breweries commissioned by groups of publicans in a community for brewing their own, independent keg beers.

"That's the real growth area in the brewery market," says Frampton. "You're going to see a private brewery in every centre within five years," he predicts.

Micro Breweries has already seen a fair amount of interest from publicans, and is in discussion with groups from several communities interested in setting up their own breweries for supplying keg beer to the area.

"They want a good beer and they want to be independent," says Frampton.



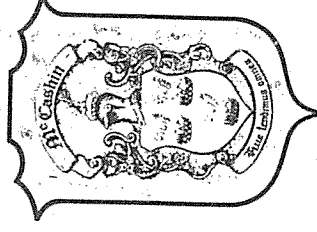
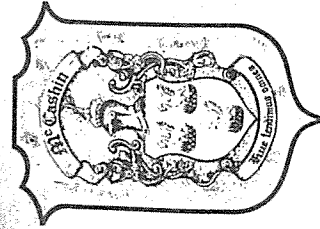
■ Bottled Mac's coming off the production line.

"...it's simply a matter of taste."

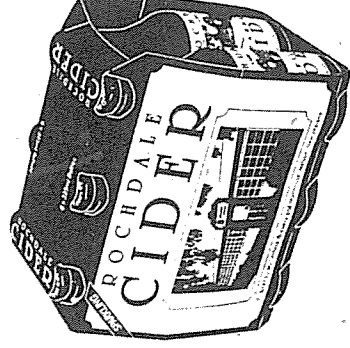
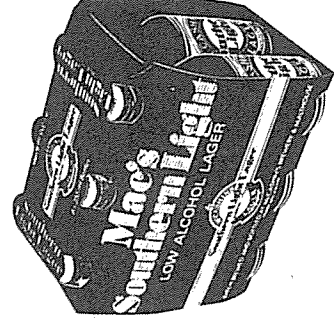


GLASS

The best thing next to a beer!



Mac's Ales



McCashins Brewery & Malthouse

660 Main Road, Stoke, NELSON. PHONE 03-547 5357, FAX 03-547 6876

Privately owned and proud of it.