

BUNDABERG
BREWED
TO BE BETTER

**REAL TASTE
TAKES TIME**





BUNDABERG

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TO BE BETTER

In 1960 my family began brewing Australia's favorite ginger beer and root beer, in the rich farmlands around the rural Queensland town of Bundaberg. Since then we've continued following the traditions that made us so successful, so very little has changed in the process, the ingredients, and the time and effort that go into each bottle.

In 1985 the business passed into the hands of the next generation and under Cliff Fleming, Chairman and Master Brewer, a new era of expansion and development began. Products such as Lemon Lime & Bitters, were introduced, as well as diet options and the sophisticated flavors of the Sparkling Selection – Guava, Blood Orange, Pink Grapefruit and Peach. New overseas markets were opened up and now our products are being exported to over 30 different countries across the globe.

But while we've added to our family over the years, and created a long line of refreshingly different beverages, we'll always be particularly proud of our ginger and root beer brews.

Cliff Fleming

Chairman & Master Brewer



Our home since 1960; Bundaberg, Australia.

BREWED TO BE BETTER

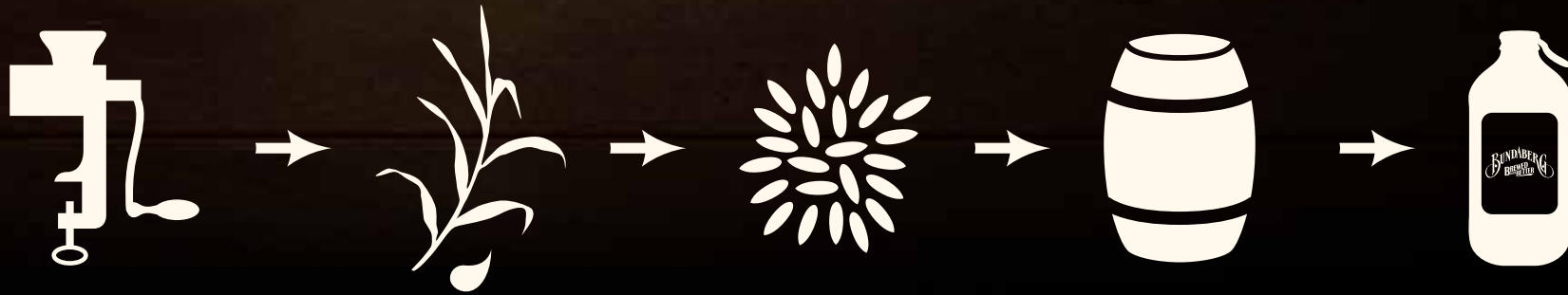
Like Bundaberg Ginger Beer, all our brews are crafted using the finest ingredients. A batch can be brewed for up to 7 days to extract maximum flavor notes. Every bottle is endorsed with Bundaberg's Craft Brewed Quality Stamp. The unique brew stamp added to all Bundaberg Brewed Drinks lets consumers know that

quality, time and care was taken to get the perfect brew.

The family's time honored brewing methods give Bundaberg Brewed Drinks a distinctive and unique taste, making them perfect for a refreshing craft soft drink or a premium craft mixer.



THE ART OF CRAFT BREWED SOFT DRINKS



Grinding the Ginger

We start crafting Bundaberg Ginger Beer using dried ginger root that's grown locally from rich, fertile soils.

We even grow some of the ginger ourselves to ensure regular supply.

This high quality key ingredient is then dried using a special process and ground to a coarse flour, so that the natural flavor is preserved.

Making the Ginger Wort

'Wort' may not be the nicest sounding word, but it's certainly what's needed to make real, better-tasting drinks.

The ground ginger is mixed with Queensland Cane Sugar and water.

This mixture – the 'Wort' – is then heated to release flavors, sugars and starches from the ginger.

The ginger starches are also broken down into fermentable sugars.

Fermenting with Yeast

A special yeast is carefully added in perfect proportions to ferment the Wort.

It extracts optimum ginger flavor and the distinctive, discerning taste of Bundaberg Ginger Beer.

That's why we say it's 'Brewed to be Better!'

Maturing the Ginger Beer

After fermentation, the ginger is craft-filtered to an exacting degree to leave behind just the right amount of tiny ginger pieces.

These flavor-filled sprinklings of real ginger help give Bundaberg Ginger Beer extra flavor during maturation and beyond.

At this stage the ginger beer is a concentrate. It is stored this way to maximise maturation and give it a unique, full flavor once the craft-brewing process is completed.

Making it Ready to Drink

After maturation, the ginger beer is diluted with water, sugar and citric acid to achieve its drinking strength, and it is then carefully filtered.

This is the last step in making the magic happen, before being sent to the filler where the brew is carbonated and put into bottles.

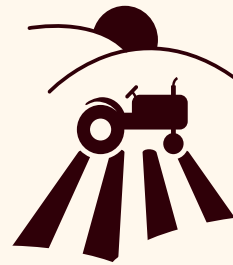
The perfect ginger beer is now ready to be enjoyed.

OUR CRAFT



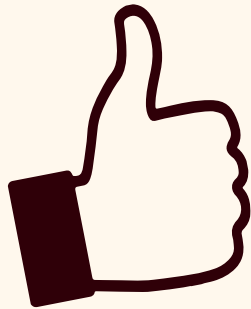
Real taste takes time

Most drinks on the market are quick factory mixes that take less than one hour to make. We carefully craft-brew our drinks for as long as it takes to achieve an exceptional taste. If that means taking seven days, we'll take seven days.



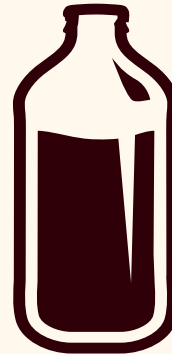
Homegrown

The fertile sub-tropical soils of Queensland on Australia's East Coast are perfect for growing ginger and sugarcane. So whenever we can, we proudly source local product. We even grow some of our own.



Taste bud tested

We believe there's a simple art to taste-testing a natural product like ours; Get real people to do it. Slight variations in temperatures and crops can subtly influence a brew and we certainly don't leave it up to computers to decide what's right.



Glass is best

We could run a much easier business overnight by switching to plastic bottles. But we're passionate about preserving the integrity of our brewed drinks, so we always bottle in glass. It's part of what makes our drinks the best non-alcoholic drinks available.

THE OPENING RITUAL



Flip it

Always invert the bottle before opening to mix the real ginger pieces. You can see them forming a flavor-filled cloud.



Rip it

Hold the bottle tight and pull the tab out, then up.



Sip it

Sit back, relax and enjoy this delicious Bundaberg Brewed Drink.

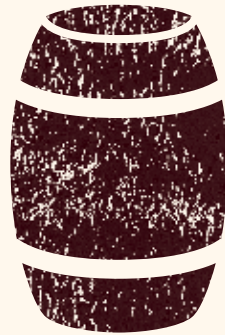
A SHIFTING LANDSCAPE



CRAFT BEVERAGES

Consumers pay a premium price for craft beverages.

One in five drinkers globally would pay more for alcoholic beverages made using craft or artisanal production techniques. Furthermore “authentic” is one of the top three attributes consumers associate with the term “craft” across FMCG.



AUTHENTIC POSITIONING...

is highly influential on product choice.

Globally, 63% of consumers are strongly influenced by the terms “real,” and “authentic” when purchasing beverages.



INGREDIENTS

Consumers are attentive to, and knowledgeable about, the ingredients used in products they buy.

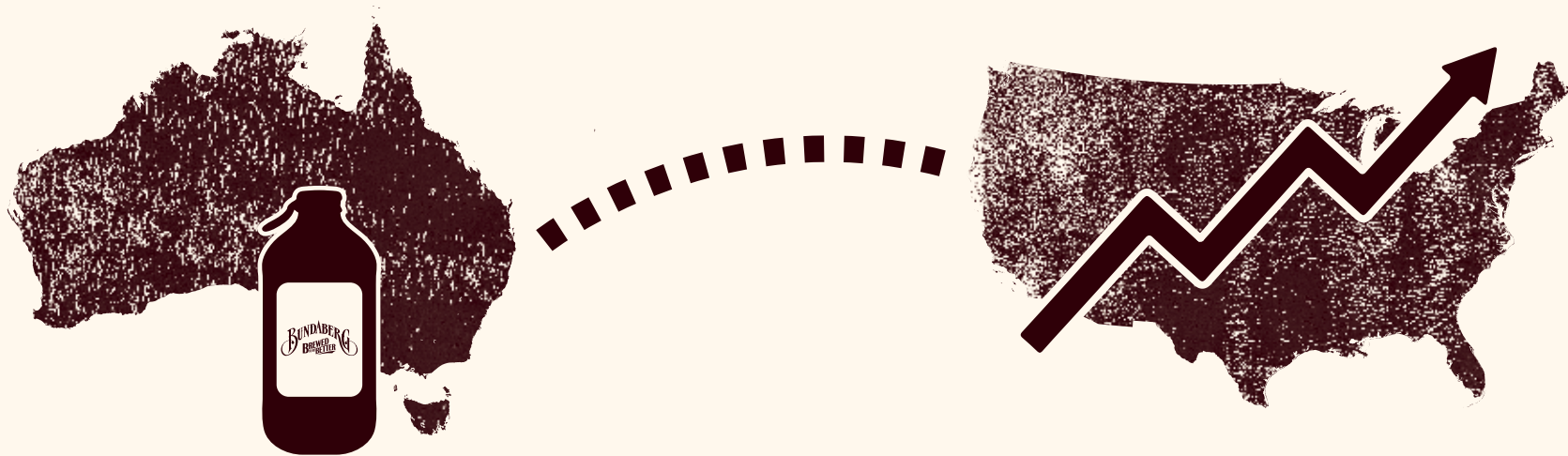
Over half (51%) of consumers pay high attention to ingredients used in their food and drink. Furthermore, they prefer ingredients that they see as being natural and genuine, rather than artificial.



GINGER

has overtaken cola to be the fifth most popular flavor for new beverage launches, behind flavors including Apple and Orange.

FUELING STRONG GROWTH



Craft brewed Bundaberg Ginger Beer has been experiencing strong double and triple digit year-on-year growth throughout the USA.

Besides, it is now the preferred choice amongst mixologists throughout the Pacific Coast. Bundaberg Ginger Beer is also the #1 selling soft drink in California's largest liquor retailer and one of Northern California's largest grocers.

OUR CRAFT BREWED SOFT DRINKS



GINGER BEER & DIET GINGER BEER

Bundaberg Ginger Beer is carefully brewed from real ginger and cane sugar for over 3 days to extract maximum flavor so you can enjoy something refreshingly authentic.

- Craft brewed over 3 days
- Homegrown ginger
- Real cane sugar
- GMO free
- Gluten free
- No artificial colors or flavors



ROOT BEER

Brewed to a genuine old recipe from real sarsaparilla root, licorice root, vanilla beans and molasses. Bundaberg Root Beer is an authentic taste of yesteryear.



LEMON LIME & BITTERS

Bundaberg Lemon Lime & Bitters is crafted from real lemons and limes. As for the authentic taste of aromatic Bundaberg Bitters, we insist on brewing our own for 7 days from real herbs and tropical spices.



PEACH

Bundaberg Peach craft brews real peach nectar to create a unique peachy taste. This refreshing, full bodied flavor makes Bundaberg Peach the perfect drink all year round.



BLOOD ORANGE

Bundaberg Blood Orange is brewed over 2 days using time-honored methods to release the unique citric flavors of Blood Orange.



GUAVA

This unique Bundaberg brew has been crafted from the subtropical flavors of Guava for your enjoyment. Brewed over 2 days in our family brewery.



PINK GRAPEFRUIT

Bundaberg's Pink Grapefruit is a refreshing brew. Brewed over 2 days to extract the tangy sweetness of Pink Grapefruit, this is a perfect thirst quencher.

GREAT FOOD PAIRINGS



Bundaberg Ginger Beer

STEAK WITH MACADAMIA NUT & MISO BUTTER

An iconic Aussie brew meets another Aussie favorite in the classic Aussie BBQ, and in this case, a nice thick piece of ribeye (or as we call it down under, a scotch fillet.) In keeping with the melting pot that is Australia, let's add to the flavors with Macadamia nuts, the ultimate Australian bush food, and Japanese miso to add a lovely umami flavor to the butter.



Bundaberg Root Beer

INDONESIAN STYLE BBQ PRAWNS

Sarsaparilla is a bold flavor, and it needs a bold food partner to tango with, a dish that can hold its own. The cuisine of South East Asia instantly springs to mind and massive Aussie prawns just call out to be part of an Indonesian inspired BBQ. Finish the dish with lime wedges and fresh cilantro for the perfect flavor profile.



FOR FULL RECIPES VISIT BUNDABERG.COM



Bundaberg Blood Orange

CODDLED EGGS & SMOKED TROUT SOLDIERS

Bundaberg's Blood Orange may be the perfect brunch beverage paired with coddled eggs (soft-boiled eggs) served with trout roe and buttery toast fingers topped with smoked trout. It accompanies the smoky trout and the trout roe's salty fish bursts perfectly.



Bundaberg Guava

PICKLED PORK & PINEAPPLE TACOS

South American and Hawaiian cuisine share a love of guava, and who doesn't love a flavorful taco. Being pickled the pork is slightly salty, and the spice rub gives it a smoky quality. To balance those strong flavors we add pineapple, shaved coconut, lime, coriander and some red onion for bite. All flavors that pair beautifully with guava. A small amount of Japanese mayonnaise and hot sauce makes it the perfect mouthful.

GINGER BEER COCKTAILS



DARK & STORMY

Ingredients

- Bundaberg Ginger Beer
- 2 oz Dark Rum
- 1 oz Lime juice
- Lime wedge to garnish



Tumbler

MOSCOW MULE

Ingredients

- Bundaberg Ginger Beer
- 2 oz Vodka
- 1 oz Lime juice
- 2 x Small pieces of ginger
- Lime to garnish



Copper Mug

IGNITE

Ingredients

- Bundaberg Ginger Beer
- 2 oz Blanco Tequila
- 1 oz Lime juice
- 1 hot pepper
- Pinch coriander
- ½ hot pepper to garnish



Tumbler

Let's Mix



Step 1 Combine ingredients into a shaker



Step 2 Strain into a rocks glass and top with Bundaberg Ginger Beer



Step 3 Add ice and lime wedge to garnish



Step 4 Enjoy your drink

Let's Mix



Step 1 Muddle ginger and combine with vodka, lime juice into shaker



Step 2 Shake, then strain into a copper mug and top with Bundaberg Ginger Beer



Step 3 Add ice and garnish with a lime wedge



Step 4 Enjoy your drink

Let's Mix



Step 1 Combine tequila, lime juice, pepper and coriander into shaker



Step 2 Shake, then pour into a tumbler and top with Bundaberg Ginger Beer



Step 3 Add ice and ½ pepper to garnish



Step 4 Enjoy your drink



MAMIE TAYLOR

Ingredients

- Bundaberg Ginger Beer
- 2 oz Blended Scotch
- 1 oz Lime juice
- 2 x small pieces of ginger
- Lime wedge to garnish



CRUSHED SAILOR

Ingredients

- Bundaberg Ginger Beer
- 2 oz Spiced Rum
- ½ oz Berry liqueur
- 1 oz Lime juice
- Dash Angostura bitters
- Berries to garnish



YOTTA JINJA

Ingredients

- Bundaberg Ginger Beer
- 2 oz Japanese Whisky
- ½ oz Dry Sake
- 1 oz Lime juice
- ½ oz Simple syrup
- Lime wedge to garnish



Let's Mix



Step 1 Muddle ginger and combine scotch and lime juice into shaker



Step 2 Shake, then pour into a hurricane glass and top with Bundaberg Ginger Beer



Step 3 Add ice and a lime wedge to garnish



Step 4 Enjoy your drink

Let's Mix



Step 1 Combine rum, berry liqueur, lime juice and bitters into shaker



Step 2 Shake, then pour into a tall glass and top with Bundaberg Ginger Beer



Step 3 Add ice and berries to garnish



Step 4 Enjoy your drink

Let's Mix



Step 1 Combine whiskey, sake, lime juice and simple syrup into shaker



Step 2 Shake, then pour into a glass and top with Bundaberg Ginger Beer



Step 3 Add ice and garnish with a lime wedge



Step 4 Enjoy your drink

ORDERING DETAILS



Bundaberg Brewed Drinks come in a variety of pack sizes for your and your customers' convenience.

4-PACKS

GINGER BEER



DIET GINGER BEER



ROOT BEER



LEMON LIME & BITTERS



PEACH



BLOOD ORANGE



GUAVA



PINK GRAPEFRUIT



Bottle Size	375mL	375mL	375mL	375mL	375mL	375mL	375mL	375mL
Units Per Carton	6 X 4	6 X 4	6 X 4	6 X 4	6 X 4	6 X 4	6 X 4	6 X 4
Wrap Weight (Lbs)	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3
Carton Weight (Lbs)	31.9	31.9	31.9	31.9	31.9	31.9	31.9	31.9
Wrap Dimensions	5.5" x 5.5" x 6.3"	5.5" x 5.5" x 6.3"	5.5" x 5.5" x 6.3"	5.5" x 5.5" x 6.3"	5.5" x 5.5" x 6.3"	5.5" x 5.5" x 6.3"	5.5" x 5.5" x 6.3"	5.5" x 5.5" x 6.3"
Carton Dimensions	17.1" x 11.4" x 6.4"	17.1" x 11.4" x 6.4"	17.1" x 11.4" x 6.4"	17.1" x 11.4" x 6.4"	17.1" x 11.4" x 6.4"	17.1" x 11.4" x 6.4"	17.1" x 11.4" x 6.4"	17.1" x 11.4" x 6.4"
EAN#	9311493000509	9311493002701	9311493000431	9311493002688	9311493002725	9311493002749	9311493002763	9311493002787

SINGLES



Bottle Size	12.7 FL.	25.3 FL.	12.7 FL.	12.7 FL.	12.7 FL.	12.7 FL.
Units Per Carton	24	12	24	24	24	24
Carton Weight (Lbs)	31.7	31.9	31.7	31.7	31.7	31.7
Carton Dimensions	17.1" x 11.4" x 6.4"	13.3" x 9.9" x 10.2"	17.1" x 11.4" x 6.4"	17.1" x 11.4" x 6.4"	17.1" x 11.4" x 6.4"	17.1" x 11.4" x 6.4"
EAN#	9311493000219	9311493750015	9311493000424	9311493002718	9311493002732	9311493002756



U.S Sales Manager: Michael Gorman

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FAQS

DO BUNDABERG BREWED DRINKS PRODUCTS CONTAIN GLUTEN?

Our products are gluten free and do not contain any barley, malt extract, wheat products or hops. The yeast we use in our brewing process is *Saccharomyces Cerevisiae*, which is suitable for Vegans, Lacto Vegetarians, Ovo-Lacto Vegetarians and Coeliacs.

DO BUNDABERG BREWED DRINKS PRODUCTS CONTAIN CAFFEINE?

No, none of our products contains caffeine.

DO BUNDABERG BREWED DRINKS CONTAIN GENETICALLY MODIFIED ORGANISMS (GMO'S)?

No GMO containing Ingredients or Processes have been used in the manufacture of any Bundaberg Brewed Drinks Products. This information is based on written assurances from our ingredient suppliers.

DO BUNDABERG BREWED DRINKS CONTAIN ALLERGENS?

All Bundaberg Brewed Drinks Products are free of allergens

DO BUNDABERG BREWED DRINKS PRODUCTS CONTAIN ALCOHOL?

All Bundaberg Brewed Drinks are naturally brewed products and therefore contain minute residual traces of alcohol. Our manufacturing process uses natural yeast, which feed on sugars and ferments the 'brew' to be used as a base for our beverages. Alcohol is a by-product of this fermentation process. Before we fill the product into bottles we heat the brew to above 160°F to kill the yeast, halt the fermentation process, and remove the alcohol. After this heating process all of our products have a residual alcohol level of less than 0.5%. It is

this manufacturing process, and the natural brew component in our beverages which adds the flavor profile unique to our products.

WHAT SWEETENERS ARE USED IN BUNDABERG BREWED DRINKS PRODUCTS?

Our diet products contain three sweeteners. Firstly, Acesulfame Potassium Salt (950), which is not taken up by the body. Secondly, Sucralose (955), which is made from sugar and thirdly, Aspartame (951). Aspartame is made from two amino acids – phenylalanine and aspartic acid. They are two of the basic protein building blocks that are found in milk, bread, meat, fruits and vegetables. This ingredient allows us to ensure the full bodied taste of our standard Ginger Beer, whilst keeping the sugar content to a minimum.

HOW MUCH SUGAR CONTENT IS CONTAINED IN THE 'DIET' PRODUCTS?

Food standards in Australia permit up to 80kJ per 100mls of sugar content. Our Diet Ginger Beer more than meet these standards with only 34kJ per 100mls or 127.5kJ/375ml bottle – a sugar content which is residual from the natural brewing process. Diet drinks based on artificial flavors can be made with zero calorie content, but a naturally brewed product, such as ours, will contain some residual calories. The % of sugar in our 375ml Diet Ginger Beer, as stated on the label, is 1.2% or 1.2gms/100mls which equals approximately 4.5gms/375ml bottle.

WHY DO BUNDABERG BREWED DRINKS PRODUCTS CONTAIN SEDIMENT?

The sediment in our products is naturally occurring as a result of the natural brewing process. The seasonal variation in our ingredients cause a differing level of sediment from batch to batch but we endeavour to blend to give our consumers as near to consistent quality as possible.

HOW DO YOU OPEN A RIP CAP?

Hold the bottle tight and pull the tab out, then up.

WHAT DOES 'INVERT BOTTLE BEFORE OPENING' MEAN?

The advice, 'invert before opening' is purely a suggestion. We recommend inverting – tipping upside down, all bottles before opening. This ensures that all naturally occurring sediment which can settle to the bottom of the bottle during transportation and storage is mixed throughout to deliver an optimal tasting product.

WHAT IS THE DIFFERENCE BETWEEN 'BEST BEFORE' AND 'USE BY'?

Best Before' is the recommended shelf life of the product; it indicates when the product should be consumed by to ensure it is fresh. 'Use By' means it must be consumed on or by that date for product safety reasons.

IS BBD'S PACKAGING RECYCLABLE?

Our packaging is recyclable and the recycle symbol appears on our labels, wraps and cartons.

ARE BBD PRODUCTS HALAL OR KOSHER CERTIFIED?

Our products have not been Halal or Kosher Certified due to the small number of requests we receive.

WHERE IS THE GINGER YOU USE IN YOUR PRODUCTS GROWN?

The ginger we use in our products is grown in Queensland, Australia.

