



Media Release

Island Brewing Company to double capacity

Island Brewing Company, a local Nadi microbrewery announced plans today to double its current production capacity after only two years of operation.

“Demand for Vonu Beer has been absolutely phenomenal,” reports company founder Jonathan Ullrich, “from all parts of Fiji, including resorts, bars, restaurants and supermarkets.” The brewery began shipping its lager beer – Vonu Pure Lager – late in 2009.

The handcrafted beers made with pure Fijian water, ferment longer than typical for larger breweries, but one which produces smoother beers. “Demand for the high quality beer has already neared our capacity,” Jonathan explained, “and we’re just now starting our export program.”

A contract has been signed with DME Canada to supply new tanks that are expected to arrive in early January. This will double the volume the brewery can ship each month, as well as allow the company to grow in its new export markets.

Island Brewing Company has recently appointed distributors in Brazil and Australia. “The Brazilian beer market is nearly 10 billion litres a year, 500 times the size of the Fijian beer market,” Jonathan commented. “We had to work through a long process of having our laboratory certified by the Brazilian Government to export there. Now that this is in place we expect excellent growth for Vonu in the Brazil market.”

“There’s no question this is a major capital expansion,” Jonathan said, “and one we didn’t expect to undertake nearly this quickly. The fact that we’re growing so fast is something that no one could have anticipated, but it shows that Vonu has created strong demand in the premium beer market.”

The new tanks are being acquired from DME, suppliers of the original Island Brewing Company brewhouse.

SOURCE: ISLAND BREWING COMPANY www.isbrew.com .-Ends-

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