



FOR IMMEDIATE RELEASE

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HOT DEMAND EXPECTED FOR ICE COLD COOPERS
AT SCHUTZENFEST

Coopers Brewery has promised that every beer it serves at the Schutzenfest at Bonython Park this weekend will be icy cold, despite predicted heatwave conditions and large crowds of revelers.

A unique refrigerative system perfected by Coopers especially for the Schutzenfest means that every beer will be served at about two to three degrees Celsius, despite the high volume poured during the two days of the event.

Revelers at this year's Schutzenfest are expected to consume more than 500 kegs of ice-cold Coopers beer – the equivalent of about 25,000 litres, or a small backyard swimming pool.

Coopers Special Events Manager, Adrian Clark, said today that at that rate, staff would be changing a keg every three minutes to satisfy demand.

He said that to ensure the beer reached the thirsty crowd icy cold, two massive Panteks – refrigerated semi-trailers – had been stocked full of the cleansing Coopers brews for up to a week before the event.

“The refrigerated system is a unique beer distribution method which ensures the beer reaches the bar at about two to three degrees Celsius,” Mr Clark said.

He said early signs were that a good crowd of around 30,000 people was expected attend the two days of the event.

Mr Clark said the predicted hot weather would significantly boost sales of Coopers Sparkling and Pale Ales, Coopers Draught and Coopers Light throughout the popular two-day event.

“This year we are gearing up for our biggest Schutzenfest yet and we believe our bar set up will be the best ever,” he said.

Coopers Brewery has had a very long and proud association with the Schutzenfest, the largest German-style shooting festival outside of Germany.