



FOR IMMEDIATE RELEASE

February 19, 2009

Roll or Turn your Coopers????

The age-old question of whether you tip or roll a bottle of Coopers Original Pale Ale before it is opened has finally been answered.

While the decision still lies with the customer, we at Coopers prefer the rolling process.

Coopers Chairman and Marketing Director, Mr Glenn Cooper, says that after extensive research, some of it late at night, rolling was found to be the preferred method of distributing the sediment contained in each bottle of Coopers Original Pale Ale.

Coopers sediments arise from the natural process used in the brewing process. It is responsible for the cloudy appearance and it is common practice for bartenders to roll a bottle of Coopers Original Pale Ale on its side to mix the sediments before serving.

Mr Cooper said the practice of rolling or tipping bottles of Coopers Original Pale Ale to disturb the sediment before the tops were removed had grown from Coopers' drinkers themselves.

"It's a practice that is only applied to Coopers' ales and has become almost an automatic response when someone is handed a bottle of Coopers Original Pale Ale," he said.

Mr Cooper said that to ensure the practice of rolling became better known, Coopers was launching a \$1 million advertising campaign in South Australia to highlight the practice and promote the key difference between Coopers Original Pale Ale and most other beers – the cloudy appearance of Coopers.

The campaign is the biggest Coopers has launched to date for its Pale Ale brand and will cover on radio, press, on-premise, off-premise promotions and outdoor advertisements.

He said the new campaign was typical of the kind of advertisements Coopers were known for – irreverent, cheeky and fun.

A quirky new website, www.rollyourcoopers.com.au has also been launched to capitalise on the idea.

Coopers Marketing Development Manager, Mrs Claire Filsell, said the website was a key driver to reach the younger demographic for which it was aimed.

"It's a bit of fun with its "virtual bar" and video lounge as well as the ability for the drinker to interact with the rolling theme and include their own "roll you Coopers Pale Ale" photographs," she said.

"The site is creating quite a stir and has already attracted considerable interest, including hits from a dozen different countries."

Created by Coopers' advertising agency kwp!, the new campaign will introduce the concept of Sediment Imbalance Syndrome (SIS).

"If you don't roll your Coopers, you could be suffering from a 'sediment imbalance'," Mrs Filsell said.

"There will be sediment imbalance testing teams appearing in key hotels to ensure drinkers sediments are kept in balance. This will be fun and very interactive."

Mr Cooper said a new national advertising campaign for Coopers Original Pale Ale would also be unveiled in coming weeks.

The campaign would have the theme that Coopers Original Pale Ale was the beer people grew into as their tastes matured.

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