

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

*For Immediate Release
10 March 2021*

Ballistic beer growth in The Whitsundays

Beer lovers in The Whitsundays are expected to go ballistic when a new craft brewery opens in Airlie Beach towards the end of March.

Award-winning Queensland brewer, the Ballistic Beer Co, has purchased The Whitsunday Islands Brewing Company in Cannonvale. The 1,000 litre brewhouse, was established by Dan and Jacqueline McLeod, in 2019.

Ballistic CEO David Kitchen said the acquisition was an important step in the company's plans to become the biggest independent brewery in Queensland making it its first regional venue.

The company has also purchased Bargara Brewing, based out of Bundaberg, making five (5) venues in the Ballistic network strategically located in key town centres along the coast.

Both breweries will be managed by a specialist in-house brewer with taprooms serving a wide range of Ballistic favourites as well as exciting, limited releases and a connoisseur's selection of beers specifically chosen for the local market. Local staff will remain, with more job opportunities planned.

"We are excited to give Whitsunday residents and visitors the opportunity to experience the quality and taste that drives the Ballistic brand," Mr Kitchen said.

"We know Queenslanders want beer that is innovative, fresh and tasty, served in an attractive, comfortable venue where they can catchup with friends and enjoy themselves. When people try a Ballistic venue, they understand why we are different.

"There has been a dramatic surge in domestic tourism, owing to COVID, and as Queensland is one of the most popular destinations in the country, we are actively looking for our next brewbar locations right across the state."

Tourism Whitsundays Chief Executive Officer Tash Wheeler said the opening of the brewery in The Whitsundays has been highly anticipated.

"With an already diverse selection of food and beverage options across The Whitsundays, the team at Ballistic Beer Co have tapped into a unique product that will be much welcomed and thoroughly enjoyed." Mrs Wheeler said.

"We are delighted that The Whitsundays has been chosen as a location for their expansion. It will be another great addition to our visitors' itineraries and will undoubtedly be enjoyed by locals and our regional market."

Ballistic Beer Co was founded in the Brisbane suburb of Salisbury in 2015 by David Kitchen. The name Ballistic came from the Salisbury area's wartime heritage, specifically a WWII munitions factory from where the keg-bomb logo for the company was born. The Group currently has thriving venues in Salisbury, West End and Springfield.

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Whitsundays**

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Brewed in small batches to ensure its freshness Ballistic Beer Co Pale Ales, Lagers, IPAs, Sours and special releases have taken out five places in the GABS (Great Australian Beer Spectacular) Hottest Countdown of 2020 as voted by Australians.

- ENDS -

About Tourism Whitsundays: *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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