

Media Release: May 2007

# Beeramundi's Back!

## Saving reefs, one beer at a time

If you fancy getting your hands on something cold and wet don't reach for your fishing line but head to **The Brewery** in Townsville and order a **Beeramundi** instead. The brew became **The Brewery's quickest selling feature beer** when the 1,700 litre batch sold out in 1 month after it was launched in April last year. **Beeramundi** is produced in association with **Reef Check Australia**, a national community-based coral reef conservation charity which is coordinated from Townsville due to its proximity to the Great Barrier Reef (GBR).

**Beeramundi**, brewed and available exclusively through the award winning **Townsville Brewing Company**, is a wheat beer which means it is brewed with a significant proportion of wheat to give it a distinctive creamy texture and sweet flavour. "The addition of wheat lends Beeramundi a refreshing flavour and pale golden colour that suits the North Queensland lifestyle. We use a specially selected imported strain of yeast to create a beer that has tropical overtones, with subtle aromas of banana and clove," said Mitch Bradey, Head Brewer at The Brewery. The name **Beeramundi** was coined following a naming competition last year and relates to both the highly prized estuarine Barramundi and protected Barramundi Cod found on the Great Barrier Reef.

The collaboration between Reef Check Australia and The Brewery aims to make coral reef conservation a conversation topic. Jos Hill, Reef Check Australia executive director said, "Ordering a Beeramundi will spark community discussion about coral reef conservation issues in a fun and relaxed setting. It is tremendously important that community opinions be incorporated into management decisions that affect our environment. The Beeramundi launch will provide a unique opportunity for Townsvillians to feedback their opinions to Reef Check and GBRMPA staff, who will be attending the event." A portion of the money from each schooner of **Beeramundi** sold will also be donated to Reef Check to help support their community volunteer coral reef monitoring programs.

The Brewery and Reef Check Australia will be holding a **quiz night** to launch **Beeramundi** on Tuesday 29 May at 7.30pm. In support of **United Nations International Biodiversity Day**, the theme for the opening trivia night will be "why is biodiversity conservation important for the GBR?" Participants will learn a little more about the Great Barrier Reef and biodiversity during short presentations by Reef Check Australia and the Great Barrier Reef Marine Park Authority. 20 questions on the presentations, The Brewery and local general knowledge will follow. Teams stand to win vouchers redeemable against food and drink at The Brewery.

For those who are looking to get more actively involved, Reef Check Australia has just launched its **Underwater Reef Guide**. It can be used by anyone with a desire to increase their knowledge and understanding of the fascinating coral reef fish, invertebrates, corals and algae that comprise the Indo-Pacific coral reef ecosystem. Developed by Reef Check scientists, the waterproof Reef Guide contains photographs and information on 50 organisms specifically chosen for their regional abundance as well as their important role in the ecosystem allowing you to identify them whilst snorkeling or diving. The attached reusable slate allows you to record what you see and by submitting your data online you will be assisting the Reef Check scientists in tracking global coral reef health and contributing to our global coral reef status reports.

But if you'd prefer to sit back and save the reef one beer at a time then **Beeramundi** will go on sale on **29 May 2007**. Beeramundi branded clothing and merchandise is available to buy at [www.cafepress.com/reefcheck](http://www.cafepress.com/reefcheck).

#### Notes to Editors:

For further information please contact Lauren Bird or Roger Beeden at [media@reefcheckaustralia.org](mailto:media@reefcheckaustralia.org) or 07 4724 3950.

#### Reef Check

Reef Check is a volunteer, non-profit organization set up by coral researchers following a meeting in 1993 where the global coral reef crisis was first discussed. Reef Check has been collecting data since the first International Year of the Reef in 1997 and is now active in over 82 countries and territories world wide. It is Reef Check's mission to:

- educate the public and governments about the value of coral reefs and rocky reef ecosystems and the crisis facing them
- create a global network of volunteer teams, trained and led by scientists, that regularly monitor and report on reef health using a standard method
- facilitate collaborative use of reef health information by community groups, governments, universities and businesses to design and implement ecologically sound and economically sustainable solutions
- stimulate local action to protect remaining pristine reefs and rehabilitate damaged reefs worldwide especially through the creation of Marine Protected Areas.

[www.reefcheck.org](http://www.reefcheck.org)

**Reef Check Australia** is based in Townsville and coordinates Reef Check activities within Australia including the flagship Great Barrier Reef project and local Townsville project.

[www.reefcheckaustralia.org](http://www.reefcheckaustralia.org).

[www.youtube.com/watch?v=inGov\\_ipVkk](http://www.youtube.com/watch?v=inGov_ipVkk)

#### The Brewery

The Brewery is one of Australia's premier boutique breweries. Occupying Townsville's historic Post Office building, designed by JJ Clark and erected between 1887 and 1889, the entire building is now home to a state of the art micro-brewery, a 200 seat restaurant, sports bar, nightclub and Townsville's largest privately owned commercial kitchen. The Brewery continues a tradition of brewing in Townsville. It used to be thought that good beer could not be brewed in tropical climates and Brewmaster S.G. Elliot of the "Townsville Brewery Company" set out to dispel this myth. The beers brewed by Elliot quickly gained reputation and "from their own merit came into such favour that Townsville beer and porter was gradually but surely driving other colonial brews out of the local market". Re-established in 2001, the Townsville Brewing company is brewing beer with the same passion and commitment to quality that ensured success in the late 1800's.

[www.townsvillebrewery.com.au](http://www.townsvillebrewery.com.au)

#### International Biodiversity Day

More information on International Biodiversity Day can be found at

<http://www.biodiv.org/programmes/outreach/awareness/biodiv-day-2007.shtml>