

# **GLOBAL WARMING DRIVES SANTA TO DITCH THE SUIT, GRAB A BEER.**

In a remarkable partnership, Santa is set to swap the velvet suit for a pair of stubbies, heavy toys for tickets to the New Zealand Beer Festival!

**Auckland, Thursday 6<sup>th</sup> December 2007** - Summer is hotter, arrives later and lasts longer. That's the outcome of anecdotal research conducted by the two guys that run the New Zealand Beer Festival - a sentiment supported by the jolly fat man.

Environmental pressures are weighing heavily on the red-suited rogue. Reindeer came third in this year's "Top 10 Polluters in Magic Flight" (attached) beating other forms such as the Magic Carpets and Broomstick and drawing heavy criticism from environmentalist Al Gore. "Santa needs to pull his weight in the global community," said Gore.

Sick of the pressure Santa lashed out in a recent interview, saying he was "sick to death of the modern family, demanding heavy items from toy trucks to espresso machines." and prepared to lose the velvet suit in favour of stubbies.

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Further information contact Andrew Somervell

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Do the big man a favour this year; ditch the stale cookies and leave a couple of New Zealand's finest ales on the mantelpiece – Santa is likely to take the hint and deliver tickets to the New Zealand Beer Festival. The tickets will bring the bearer a heap of joy come February and are a welcome change from over-priced, heavy alternatives.

The New Zealand Beer Festival celebrates our expertise in producing fine craft beer, not to mention its perfect accompaniments – great food, entertainment and blazing sunshine.

A roaring success in its first year, the 2008 event is shaping up to be an even bigger success with a kiler music lineup including Pluto, The Tutts and SJD, 24 breweries offering over 70 different beers and capacity for 10,000 people.

### **Top 10 Polluters – Magic Flight 2007**

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<b>Rank</b>	<b>Name</b>	<b>Use</b>
1.	Magic Car	Chitty Chitty Bang Bang, Harry Potter
2.	Dragon	The Never Ending Story, Harry Potter
3.	Reindeer	Santa
4.	Fizzy Pop	Willy Wonka
5.	Carpet	Aladdin
6.	Broomstick	Witches
7.	Umbrella	Mary Poppins
8.	Bicycle	ET
9.	Cape	Superman
10.	Red Shoes	Dorothy - The Wizard of Oz

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## Tickets

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On sale today, Thursday 6<sup>th</sup> of December!

Due to the phenomenal amount of interest surrounding this event and the high profile acts performing we suggest you book your tickets now before they sell out!

\$25 + booking fee from the following outlets:

In Store: 16 Liquorland stores Auckland-wide

Mobile: TXT "Beer" to 858

Online: <http://www.iticket.co.nz>

Phone: +64 9 361 1000

<http://www.beerfestival.co.nz/tickets>

## Drink

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Over 24 breweries and 70 beers will be represented at the festival, featuring a wide range of New Zealand beers, with a few notable overseas visitors.

New stands in 2008; Amstel, Budvar, Challenge Super Brew, Gösler Lager, Green Fern, Hallertau, Harrington's, Mac's, Mexicali Fresh, Miller, Tiger and West Coast Brewing

Returning; Aotearoa Breweries, Carlsberg, Croucher Brewing, Epic, Foster's, Grolsch, Haagen, Hofbräuhaus, Limburg, The Moa Brewing Company, Monteiths, Sunshine Brewery, Tuborg, Wigram Brewing

Allan Scott wines, the newly launched "good" water and other non-alcoholic alternatives available.

<http://www.beerfestival.co.nz/drink>

## Eat

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We're blessed with an amazing range of quality food to compliment beer tasting, from traditional New Zealand fare to European, Asian and Middle Eastern.

Calimero, East, Little India, Mexicali Fresh, Mussel Madness, Paella Pan

<http://www.beerfestival.co.nz/eat>

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## **Listen**

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We've got an eclectic line-up of great summer sounds, from a chilled vibe during the day to energetic acts you'll know the words to later on...

Including PLUTO, THE TUTTS, SJD, North Shore Pony Club, Sam Hill and Grant Marshall.

<http://www.beerfestival.co.nz/listen>

## **Be There**

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Ellerslie's Fashions Lawn, Parade Ground and Horse Pavillion play host to this premium summer event with a tremendous festival atmosphere.

Sunscreen, sun umbrellas and blankets are welcomed, the festival will kick off at midday,

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