

**A HARD EARNED
THIRST NEEDS A
BIG COLD BEER,
AND THE BEST COLD
BEER IS VIC.**

VICTORIA BITTER.



The recipe for Victoria Bitter has changed very little since its creation



History

Thomas Aitken came to Victoria from Scotland in 1842 at the age of nineteen. In 1851 he founded the Corio Brewery in Geelong, and later started the Union Brewery in Melbourne.

By 1854 he was in business at Victoria Parade, East Melbourne, where he had built a new brewery, distillery and malthouse. The large complex was called the Victoria Parade Brewery and a substantial business developed.

IN 1862 THE BREWERY KEPT SIXTEEN HORSES FOR THE TRANSPORT OF BEER, AND THE MALTHOUSE WAS GUARDED FROM RATS BY AN ARMY OF CATS, ESTIMATED BY ONE REPORTER TO BE ABOUT A THOUSAND!

Product Range

Can 375ml | Bottle 375ml | Keg 49.5L



Authorised
Distributor

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The Brew

STYLE AND INGREDIENTS

Victoria Bitter was first brewed by Thomas Aitken in 1854 as a full flavoured, full strength and thirst quenching beer for the harsh Australian climate.

It delivers higher bitterness through the Australian family of pride of ringwood hops, combined with a 4.9% ABV for a balanced, full flavoured beer that retains its flavour ice cold.

AROMA AND TASTE

Full flavoured, full strength beer; the gentle fruitiness of the aroma compliments the sweet maltiness in the mouth which in turn balances perfectly with the clean hop bitterness of the finish.

The Bottle

Nothing's an accident with Victoria Bitter, including the bottle.

The stubby was chosen because it sits nicely in the hand for easy drinking. It's a practical shape with no frills, just like its drinkers. It's a good shape for the beer too, according to our brewers.

"A SHORT NECK MEANS THAT THERE'S LESS AIR SPACE IN THE TOP OF THE BOTTLE, WHICH KEEPS THE BEER FRESHER FOR LONGER".

