

Media Release

For Immediate Use

Hashigo Zake Reveals 2011's Best Beers and Brewers.

New Plymouth's Liberty Brewing and Blenheim's 8 Wired are the big winners in Cult Beer Bar Hashigo Zake's customer survey of the best of 2011. Voters couldn't separate the two when asked who the "Brewer of 2011" was. The two breweries also excelled in specific categories and Liberty's C!tra, an Imperial IPA made using only Citra hops, was voted beer of 2011.

An apparent trend in the results is the sudden emergence of the lower North Island as a brewing region. As well as Liberty, new Wellington breweries Garage Project and ParrotDog were prominent in the results and voters predicted that Wellington Craft Brewing will be "the story of 2012".

For 8 Wired, success in this survey is further confirmation of their recent rise. At the 2011 BrewNZ awards 8 Wired was named Champion Brewery and the brewery is becoming an exporting success story.

Liberty's success is more surprising, given that it is a new, part-time, garage business for brewer Joseph Wood, his beer can only be found in a few outlets and supply generally falls well short of demand. Joe says that his success vindicates his decision to learn to weld so that he could build his own brewery and make beers "with heaps of hops, heaps of malt, or both".

This was the second time that Hashigo Zake has surveyed its customers for their opinions on the previous year's products and their producers. As well as being a holiday season amusement, the survey is motivated by the theory that the bar's customers are exposed to such a diverse range of high quality beer that their judgments are as well-informed and fair as those of competition judges.

Full results are attached or can be found at <http://hashigozake.co.nz/2011survey.pdf>.

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