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## **Coopers Ales Win**

### **Major ALIA Titles**

Coopers Original Pale Ale has continued its success in the annual Australian Liquor Industry Awards (ALIA), last night being named Australia's best full strength beer for the eighth time in nine years.

Coopers Sparkling Ale was also named the best Premium Domestic Beer, while Coopers Mild Ale 3.5% was highly commended in the mid-strength beer section.

Coopers was named the Liquor Brand of the Year and highly recommended in the best marketed beer or cider section.

The annual ALIA awards, held in Sydney, honour the top performing brands, products, venues and retailers in the Australian liquor industry.

Coopers Sales and Marketing Director, Mr Cam Pearce, said the continuing success of Coopers Original Pale Ale was exceptional.

"To win the title of best full strength beer for eight of the past nine years speaks volumes for the quality and care of Coopers' brewers," he said.

"Coopers Sparkling Ale was one of the first beers produced by our founder, Thomas Cooper, in the 1860s and has been in continuous production since. The fact that it is recognised as the best premium domestic beer after more than 150 years of production is fantastic and a testament to our craft credentials."

Mr Pearce said Coopers had a strong heritage and a committed workforce and awards such as this underlined the hard work of everyone associated with the brewery.

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**For further information or to arrange an interview please contact:  
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