



FOR IMMEDIATE RELEASE

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## **Coopers Launches Legends Summer Lager**

A limited edition beer in a special commemorative can is being launched by Coopers Brewery to celebrate it becoming Tennis Australia's official beer partner for the Australian Open and the Emirates Series in Sydney, Hobart and Adelaide.

The new Legends Summer Lager is an easy drinking, full malt lager with a pale golden straw colour and a refreshing, clean crisp flavour combining freshly cut lime with citrus notes derived from the use of Hallertau Tradition hops. It has 4.2% alcohol by volume.

Coopers National Sales and Marketing Director, Mr Cam Pearce, said the beer had been packaged in sleek 355 ml Euroslim cans with each can featuring one of 12 anecdotal stories and facts about the Australian Open.

"Legends Summer Lager is a great refresher and ideal to drink while watching tennis across summer," he said.

"The commemorative cans will provide facts about the Australian Open, delivered in the traditional Coopers manner.

"We are incredibly proud and excited to be partnering with Tennis Australia and the launch of the special Legends Summer Lager is a great way to celebrate the partnership which brings an Australian owned brewer together with an iconic Australian sporting event."

Legends Summer Lager is being sold exclusively by Endeavour Drinks Group, Dan Murphy and BWS stores across Australia until stocks run out.

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