



BACKYARD

Brewers



sixteen by nine

6x30 LIFESTYLE



SYNOPSIS

THE AUSTRALIAN CRAFT BEER MOVEMENT IS EXPERIENCING
A SURGE IN POPULARITY AND EXPONENTIAL GROWTH,
ESTIMATED TO BE WORTH \$170 MILLION.

The genesis of craft beer evolved from beer lovers who tinkered with their backyard brew kits, dabbling with different flavours and methods, innovating through spice additives, switching strains of hops and forte alcohol, to create personal takes on international flavours.

Backyard Brewers takes you behind the sheds and garages of the nation as we meet Australia's top home brewers. Not only will we meet them, but they will have the chance to be crowned Australia's top brewer and claim the ultimate prize of seeing their homebrew commercially bottled, labeled, packaged and distributed throughout the country.



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