



MEDIA INFORMATION

HEMINGWAY'S TO SPARKLE ON CAIRNS' WATERFRONT

Friday, 27 January 2017. Cairns' world-class waterfront will add a sparkling jewel to its crown with the 2018 opening of Hemingway's Brewery in the iconic, heritage-listed Shed 2 at Cairns Cruise Liner Terminal overlooking Trinity Inlet.

Today's announcement follows extensive and positive lease negotiations between Ports North and the Directors of Far North Queensland based brewing company, Hemingway's Brewery.

Ports North Chairman, Russell Beer has welcomed the new development saying it is the perfect attractor for the Cityport entertainment, tourism and leisure precinct.

Cityport, developed by Ports North, is focussed on opening up the Cairns waterfront to the city and the public. A major component of the development is the heritage restoration of Wharf Shed 2 to create a world-class waterfront facility.

"Since completing the restoration in 2012 Ports North have been working continually to find a high quality commercial tenant to further stimulate and

attract people to the development. We have now achieved this with Hemingway's Brewery," Mr Beer said.

"The quality of the Hemingway's Brewery product coupled with the popularity of craft beer, an iconic waterfront location and innovative design concepts will create a unique destination for locals and tourists alike," he said.

Designs for the 1400 square metre space integrate a state-of-the-art Canadian micro-brewing system that will dramatically define the space with its working line-up of six-metre-high, stainless steel tanks, a restaurant serving quality food made from locally-sourced ingredients, a providore showcasing FNQ craft produce and a dedicated event space for the MICE industry and weddings.

Since opening in July last year Hemingway's Brewery in Port Douglas has been embraced by locals and visitors for its inherently authentic ambience and picturesque marina location from which to enjoy a range of bespoke craft beers made on the premises along with a 'paddock to plate' inspired menu and 'Upstairs' event space.

According to its owners, Tony Fyfe and Craig Parsell, Hemingway's winning combination of great beer and great food in a great location is underpinned by the company's core values prioritising local content.

"Our roots are in FNQ and it is therefore important that our brewery is established by locals and run by locals for the pleasure of locals. It is our aim to build and operate the best brew pubs in Australia," Mr Fyfe said.

"With consumers trading up to authentic and better quality beers, the world is currently experiencing a craft beer revolution. We cannot wait to bring it to

Cairns. Along with its freshness and taste, the beauty of craft beer is its healthy purity that is unfiltered, unpasteurised and preservative free relying on just four key ingredients – yeast, hops, base malts and water.”

Each of the Hemingway’s Brewery award-winning beers tells a story relating to the history of FNQ. Hemingway’s top selling pilsner, The Prospector Pilsner, is a prime example. Named after James Venture Mulligan - the first to find gold in the Palmer River and it was the story about his thirst for adventure and tireless efforts that inspired this refreshing brew. In total there will be 24 craft beers and ciders on tap– with a further 50 other boutique packaged, craft beers available.

The architectural scope of works, in keeping with the heritage-listed status of Cairns Cruise Liner Terminal, has been jointly undertaken by Wolveridge and Total Project Group. With the conceptual design phase now complete, Innisfail builder, Mike O’Farrell, who also constructed the Port Douglas brewery, will begin work in March with an expected completion date of early next year.

Hemingway’s owners have great confidence in the Cairns economy that they believe is set for sustained growth and consequently consider, now is the right time to invest.

When open, Hemingway’s at Shed 2 will boost the economy with 100 new jobs and in line with a series of other new developments and record airport visitor arrivals, will enhance the city’s future sustainability as a world-class, visitor destination.

Treasurer and Member for Mulgrave, Curtis Pitt said Hemingway’s product and positioning were an ideal fit with a growing city.

“As a local, I am excited by anything that will bring more vibrancy to our

iconic waterfront and thrilled to see our region's product offering expanding for tourists," Mr Pitt said.

"I think a brewery is a great fit with the aesthetic and vibe of our town which, importantly, will bring with it new job opportunities. I've already advised the owners they are eligible to apply for our \$100 million Back to Work program if they hire unemployed locals and we'll give them a 50 per cent tax rebate for every local apprentice or trainee they take on – so I am encouraging them to apply."

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