



Independent Brewers Association unveil new independent beer seal

The Independent Brewers Association (IBA) has launched their seal of independence to help consumers easily identify what beers are locally owned by independent Australian brewers.

At an event at Collingwood brewery Stomping Ground, the IBA hosted local independent brewers and media to unveil the seal for the first time, and reveal their plans to highlight the benefits of support independent craft beer to the Australian public.

The IBA hopes that the launch of the seal will help shift consumer demand away from industrialised beer to locally owned independent products, especially as foreign owned multinational brewing companies are increasingly creating new 'craft beer' brands in an attempt to leverage the consumer trend towards more unique beer styles that are the hallmark of small independent brewers.

Encouraging consumers to #askforindiebeer, the Seal will start being seen over the next few months and will be present on beer packaging, vessels and tap points of the brewers signed up to the movement.

IBA board member Will Tatchell said the movement is focused on educating beer drinkers in Australia.

"We want to educate all beer consumers, especially those who still consume industrialised beer made by massive multinational corporations, to ensure that they understand the variety, quality and emotional engagement that beer made by local independent breweries offers."

Similar marks of independence have already been launched overseas, with the US Brewers Association recently launching their own Independent Craft Brewer Seal.

“The trend towards locally brewed, hand-crafted beer made by small independent breweries is not a fad, it is a fundamental shift on a global scale that is bigger than just beer and more so about the stories behind the product, “ said Will.

First launched in 2012 under the Craft Beer Industry Association banner and reborn as the Independent Brewers Association in 2016, the IBA sets itself to be the voice of independent brewers across the nation, with their mission to make quality independent beer available everywhere.

Currently, 50% of the nation’s craft brewers are a part of the IBA, with all IBA members eligible to use the seal by entering into a license agreement through the IBA website.

A Supporter Seal for retailers, venues and industry associates is also available for use at Askforindiebeer.com.au

For more information about the Independent Brewers Association, head to their website <http://iba.org.au/> or their Facebook page [here](#).

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