



12 August 2020

ASX Announcement



Broo enters into Contract Brewing Agreement with CUB

Broo Ltd (ASX:BEE) (“Broo” or “Company”) is pleased to advise that it has signed a contract brewing agreement with CUB Pty Ltd (“CUB”) for the production of Broo Premium Lager and Australia Draught (“CUB Agreement”).

CUB is a national leader in the commercial production and supply of beer in Australia, operating industry leading breweries in Victoria, Queensland and Tasmania.

The Company currently produces its beer products at the Company-owned Mildura brewery facility. The CUB Agreement will provide the Company with increased production and supply capacity for its Broo Premium Lager and Australia Draught products and enable Broo to meet and capitalise on market demand for those brands through its various retail distribution channels.

The CUB Agreement commenced in August 2020 and will continue for a period 24 months expiring on 31 August 2022 (Term). Both CUB and Broo may terminate the CUB Agreement at any time during the Term without cause by giving the other party no less than 120 days written notice.

During the Term, CUB will produce and package Broo Premium Lager and Australia Draught in accordance with Broo’s product specifications, including technical brewing recipes and packaging artwork.

The Company anticipates placing orders with CUB for a minimum of 48,000 cases (24 x 375ml bottles) on a quarterly basis during the Term.

In accordance with the CUB Agreement, Broo intends to place its first order with CUB for the production of Broo Premium Lager in October 2020.

Justyn Stedwell
Company Secretary
On behalf of the Board of Directors
Broo Ltd

Further Information

For further information, please contact the Company on + 61 (3) 5984 2222.

About Broo Ltd

Broo Ltd is a unique Australian beer company that distinguishes itself from competitors through strong brands, company ethos, unique marketing platform and quality beer products. The Company is primarily focused on the production, marketing and sale of two beer products, Broo Premium Lager and Australia Draught.

