



14 December 2021

ASX Announcement

Better Beer launch exceeds expectations and expands national ranging

Mighty Craft Limited (ASX: MCL) (“**Mighty Craft**” or “the **Company**”) today provides an update on Better Beer sales and distribution and announces the launch of an extended range.

Better Beer has secured national ranging for Better Beer Zero Carb bottles, in addition to Better Beer cans which launched in November 2021 and has fast tracked the launch of kegs given the overwhelming demand for Better Beer. Both Bottles and Kegs will be sold in December 2021 in time for Christmas. Better Beer is an exclusive retail partnership (for packaged products) between Endeavour Drinks Group (Dan Murphy’s and BWS), Mighty Craft Limited and Torquay Beverage Company. Better Beer is one of a small number of brands with ranging in every Dan Murphy’s and BWS store in the country (~1,600 stores).

Mighty Craft estimates that approximately 3 million litres of Better Beer will be sold in FY22 which would have Better Beer on track to be one of the biggest mainstream beer launches of the year. Endeavour Group Beer Category Manager Harriet Wischer said: “As the exclusive national retailer for Better Beer, we certainly suspected that the launch was going to be huge in Australia, but it has been bigger than anyone could have expected. Better Beer is our most successful new brand beer launch this year.”

The initial volume of stock to support the launch sold out within the first week of release. Mighty Craft is pleased to confirm that stock is back in stores from the weekend of 11th of December, with ~600,000 litres ordered pre-Christmas.

Mark Haysman, Managing Director of Mighty Craft said: “We are incredibly excited about the prospects of Better Beer. Mainstream beer is a huge category in Australia and Better Beer has clearly struck a chord with a wide spectrum of enthusiastic beer consumers. The Inspired Unemployed boys have a huge following across Australia with over 2.5m followers across their platforms and importantly it is one of the most engaged platforms in the country. This unique partnership is definitely disrupting this category and offering a popular new alternative that has very quickly gained sales momentum.”

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About Mighty Craft

Mighty Craft (ASX:MCL) is a craft beverage accelerator with a nationally diversified portfolio of craft beverages. It has built a unique infrastructure and distribution offering that enables the company to scale production, distribution and sales as it seeks to become Australia's leading premium craft beverage company. Mighty Craft is achieving its vision by strategically investing in craft beverage producers, with celebrated local brands, and providing them with leadership, growth capital and industry solutions to maximise brand awareness and accelerate growth, whilst achieving scale. Mighty Craft is proud to be taking local Australian craft beer and spirits brands to customers Australia wide and abroad.