



In good company

COOPERS 2014 ANNUAL REPORT

Coopers



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COOPERS ALE BOTTLING HALL

Officially opened by

His Excellency

Rear Admiral Kevin Scarce AC CSC RANR
Governor of South Australia

on Friday 6 December 2013



Governor of South Australia,
His Excellency Rear Admiral
Kevin Scarce AC CSC RANR,
opens new bottling line

Total beer sales grow 8.1%
to record 75.3 million litres



Coopers enters cider market
after signing agreement with
Thatchers Cider of Somerset

Highlights

Partner brands meet
at Annual Conference



New interactive website launched



Premium Beverages
commences distribution
of Kronenbourg 1664 Blanc

Glenn Cooper announces retirement from executive role



Artisan Reserve Pilsner and 2013 Vintage Ale launched to acclaim



Cam Pearce appointed National Sales and Marketing Director

Cheers to another great year.



Dark Ale partnered with one of Australia's hottest bands - British India - to stage series of intimate, money-can't-buy gigs

Coopers Brewery Foundation cumulative donations reach \$2.5 million



New accommodation completed for Morgan's in Queensland

CHAIRMAN AND MANAGING DIRECTOR'S REPORT

The official opening of our second bottling line and our entry into the Australian cider market underscored another strong year of growth for Coopers.

Beer sales for the 2013-14 year grew 8.1% to a total of 75.3 million litres, continuing an unbroken sequence of growth that extends from 1994. The revenue of \$231 million compared to \$216 million in the previous year.

However, after-tax profit of \$28.0 million was down 9.1% on 2012-13, mainly due to costs associated with establishing the second bottling line and a shift of volume from kegs to less profitable packaged beer.

Fully franked dividends paid in 2013-14 of \$12 per share compared to \$12.75 paid the previous year, which nonetheless included a special 150th Anniversary dividend of \$1.50 per share.

The relationship with our international partners remains very strong and has resulted in Premium Beverages gaining approval to distribute Kronenbourg 1664 Blanc wheat beer, in addition to the traditional Kronenbourg 1664 lager.

In January we announced our entry into the Australian cider market forming a relationship with Thatchers Cider based in Somerset – the home of British cider. The contract was finalised and signed by Dr Tim Cooper in early December, when Thatchers' Managing Director Martin Thatcher visited Coopers to coincide with the arrival of a trial shipment of cider.

This agreement gives Coopers access to a growing sector of the Australian drinks market through a world-class product with a heritage spanning 110 years.

Thatchers Gold is shipped in bulk from England to Regency Park, where it is kegged and distributed to the on-premise market. Thatchers Gold is also sold in imported 500ml bottles throughout Australia.

Coopers' second bottling line was officially opened on 6 December 2013 by His Excellency Rear Admiral Kevin Scarce AC CSC RANR, Governor of South Australia. The ceremony was also attended by Professor Dr Matthias Niemeyer, Chief Executive of the German packaging engineering firm KHS, our preferred supplier of high-speed packaging equipment.

The new line has a design capacity of 1100 bottles per minute, and is dedicated to our traditional products, including Coopers Pale Ale, Sparkling Ale, Mild Ale and Stout, which make up more than 70% of bottle volume.

With the launch of the second bottling line, we took the opportunity to remodel our standard bottle, creating a slightly taller, more elegant shape. This has enabled further efficiencies in storage and transport, and allows compliance with the warehousing requirements of the national retailers.

On behalf of the Coopers board and management, we wish to thank our shareholders, staff, customers and suppliers for their ongoing commitment to the company's success.



From Dr Tim Cooper AM

During the latter half of 2013, a food-grade bottling hall was constructed to allow for the installation and commissioning of our second bottling line. The facility was part of a \$20 million capital expansion program, designed to increase capacity for ongoing growth in beer volumes, and to provide for enhanced flexibility to meet peak sales demands.

In May this year, the third edition of our history book, *Jolly Good Ale and Old 1862-2012*, was awarded a national gold medal at the Printing Industries Association of Australia Awards, under the Limited Editions category. My congratulations go to Graeme Cogdell for his work on the design, and to Openbook Howden for the production of the new edition.

Our beer sales continue to grow strongly in a declining market, and we now represent nearly 5% of all beer consumed in Australia. The recent addition of Thatchers Gold cider to our portfolio provides further strength to our offering. Thatchers is a fourth generation family company with similar philosophies and values to Coopers, and an equivalent passion for their product.

From a personal point of view, I would like to acknowledge the contribution made by Glenn Cooper in his executive role over the past 24 years. Glenn has played a key role in driving consumer engagement for Coopers and its brands during the strongest period of growth in the company's history since the Depression. While he will no longer be involved in the day-to-day activities of the brewery, Glenn will continue to play a vital ambassadorial role as non-executive Chairman.

Dr Tim Cooper AM
Managing Director

From Glenn Cooper AM

In May, I was appointed Chairman of the Australian Made Campaign Ltd. This not-for-profit organisation administers the famous green and gold Australian Made, Australian Grown logo. I am passionate about lifting the profile of this organisation in its worthy endeavour to support agriculture and manufacturing in this country.

Late in the year, Coopers won joint beer rights for all Qantas lounges around Australia. Given our status as the only remaining Australian-owned brewery of size, this is a contract we had been looking to win for some years.

On 1 July 2014, I formally retired from my executive position at Coopers after 24 years with the company. I am enormously proud of the company's achievements, with growth in beer sales for much of this time.

I have thoroughly enjoyed representing Coopers in the hospitality industry, and contributing to the growing awareness of our great brands. Another highlight for me was the support of our shareholders and employees during the Lion Nathan takeover bid, as reflected in the resilience and courage they displayed.

I step down from my everyday duties at a time when the brewery has never been stronger or more highly regarded across Australia. My special thanks go to Tim, the Board and all of our loyal employees.

Glenn Cooper AM
Chairman

OPERATIONS

NEW INVESTMENTS COME ON LINE

The major item of capital expenditure for the year was the purchase and installation of a new bottling line, along with a food-grade hall that was constructed within the main building.





This capacity enhancement required concomitant expansion of the lager cellar building, to house additional process pipework and equipment.

Two new yeast tanks were installed in the expanded lager cellar.

A new Alfa Laval 701 centrifuge was installed to increase the supply of beer to the two packaging lines. The new centrifuge is hermetically sealed, allowing a further reduction of dissolved oxygen in packaged beer, thus improving shelf-life potential.

Siemens MES (Manufacturing Execution Software) has been implemented on the new bottling line and rolled out to the brewhouse. This package creates an interface between the JD Edwards financial system and the process and packaging control software, to facilitate the exchange of critical manufacturing data.

A new carton palletiser was installed on the home-brew line, which facilitates stacking of cartons on pallets to the full height of a shipping container. This maximises efficiencies in supplying Mr Beer product for dispatch to the US.

WORK HEALTH AND SAFETY

IN SAFER HANDS

As a result of our commitment to improving workplace health and safety, Coopers recorded further improvements in lost time injuries.

Incidents were down from eleven per million hours in 2012-13 to three per million hours in 2013-14. Medically treated injuries also dropped from fourteen to eleven per million hours.

Throughout 2014, vulnerable employees undertook hearing tests, which will now be conducted annually.

Bullying and Harassment training was delivered to the majority of employees during the year. The remaining employees will be covered over the next year. Business SA provided duty of care training and instruction in Work Health and Safety Act changes to management.

Reporting under the Workplace Gender Equality Agency was completed, and policies and procedures were reviewed to ensure compliance with legislation.

Under the Australian Qualifications Framework, four compulsory Certificate II modules were delivered to 82 employees on work health and safety, food quality, food safety and sustainability. Employees also undertook a number of elective modules through Regency TAFE, where they were able to brew and package beer in the micro-brewery.





NON-ALCOHOLIC PRODUCTS AND MALT EXTRACT

Sales of Coopers' ultra low and zero alcohol beers, Birell and Holsten 0.0%, continued to gain traction during the year.

Non-alcoholic beer


Sales of Birell were up 6.5%, while Holsten 0.0% sales rose 14.8%.

Holsten 0.0% was listed nationally through Dan Murphy's for the first time, and, together with Birell, will be stocked in the beer section rather than with non-alcoholic beverages, as each store is refurbished. This move will help increase awareness of the non-alcoholic beer options among beer consumers, and drive new sales in this expanding sector.

Malt Extract

Malt extract sales in Australia were steady, but exports fell during the year, largely as a result of the high Australian dollar.

Total malt extract sales were down 8.7% for the year.



Refreshing pilsener flavour with an alcohol content of 0.0%. Fully imported and brewed in accordance with the German Purity Law of 1516 (Reinheitsgebot).
www.holstenzero.com



The introduction of new DIY Beer sections in a number of Dan Murphy's stores is expected to provide a significant boost to the DIY Beer sector.

While the new sections have only been introduced in selected stores, they will be rolled out to all Dan Murphy's outlets as stores are refurbished.

A new online store for DIY Beer has also been launched, and all fulfilment for purchases will be transferred to the new Morgan's facility in Queensland.

Total DIY Beer sales in 2013-14 fell 6.8% in volume, although total exports and contract packing operations were positive.

diybeer.com



BREWCELL

Premium
BEVERAGES

MORGAN'S AND MR BEER

A new distribution centre for Morgan's was opened at Yatala on Queensland's Gold Coast in March this year.

Morgan's Brewing

Built by Space Frame for just under \$5 million, design and construction of this attractive facility was supervised by Coopers' Commercial Manager, Michael Shearer, and Morgan's Finance and Administration Manager, Shirley Bull. As testament to its quality, the building was a finalist in the Master Builders Association Awards.

The new centre provides 3000sqm of warehousing, as well as 400sqm of office space, and is strategically located to service the Queensland and Eastern States markets. To promote efficiencies in accommodation, Premium Beverages also leases office space at the facility, for the Queensland based sales team.

Morgan's total sales of \$7.6m were slightly ahead of last year.

Mr Beer

Globally, Mr Beer underwent a number of significant changes during the year.

The company moved to a refurbished office and warehouse facility, purchased in Tucson, Arizona, at a completed cost of \$1.6 million. This will have significant space advantages allowing more facilities for an expanded staff complement. The new staff and operations centre will enable Mr Beer to conduct seminars and tastings to help broaden the brand's appeal.

During 2013-14, turnover fell 12.4% after some major US contracts were not renewed, but this situation is expected to improve in the year ahead. Export opportunities for Mr Beer are also being explored.



PREMIUM BEVERAGES



PARTNERS IN GROWTH

Premium Beverages has continued to drive the strong sales growth. Since 2003, interstate beer sales through Premium Beverages have grown at a compound rate of 17.6%.

Through 2013-14, sales grew in Victoria by 15.3%, Queensland by 14.4%, NSW by 8.2%, and Western Australian by 12.0%.

Staff numbers have continued to grow in line with beer sales, and in Queensland, Premium Beverages has moved into the new Morgan's Brewing premises.

The management of Premium Beverages interacts with its Board of Tim Cooper, Cam Pearce, Glenn Cooper, Paul McCarthy and Michael Shearer, with oversight of sales and marketing now provided by Cam Pearce, following the retirement of Glenn Cooper.

The annual sales conference was held at the Gold Coast in July 2013, and was attended by our international partners.



NEW PRODUCTS

Welcome to the Family

Artisan Reserve

Released in January this year, the Artisan Reserve Pilsner is a distinctive all-malt pilsner at 5.5% ABV, featuring Hallertau Tradition and Hallertau Hersbrucker hops from Germany.

As the second product in the Thomas Cooper's Selection, it joins Celebration Ale released in 2012, and is promoted as an unpasteurised pilsner which elicits the flavour of a beer fresh from the brewery.

The Thomas Cooper's Selection was developed to underline Coopers' expertise in developing high quality craft beers.

Vintage Ale

The limited edition 2013 Extra Strong Vintage Ale was released in July to an enthusiastic response, and is widely regarded as one of the best of the thirteen Vintage Ales produced to-date.

Its launch took place at a special luncheon at the Coopers Alehouse in Adelaide, where guests enjoyed a vertical tasting of previous Vintages, to discover how each Vintage had aged over time.

Thatchers Cider

Thatchers Gold, crafted in Somerset, is the second-largest draught cider in the UK. Thatchers is a fourth generation family business, which shares similar values of heritage, family history and a deep rooted care for their family business and customers.

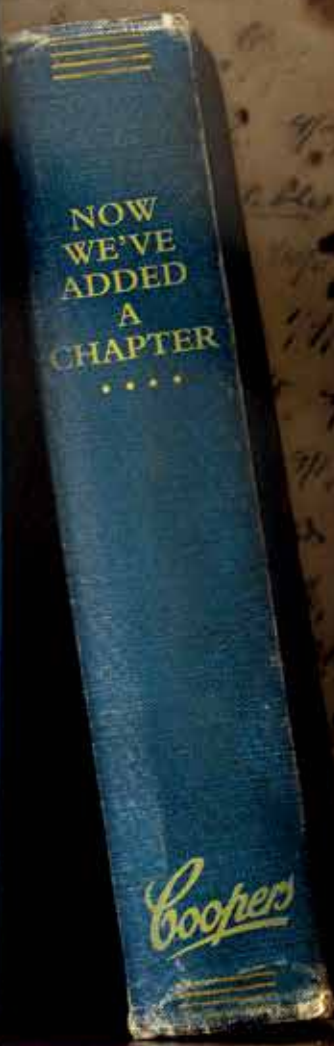
The cider is available in 500ml fully imported bottles and 50 litre kegs, which are filled at the brewery from imported bulk tankers.

Kronenbourg 1664 Blanc and Carlsberg cans

Kronenbourg 1664 Blanc, an imported wheat beer sold in bottles and kegs, was introduced, and supplements the existing Kronenbourg 1664 lager. The international beer portfolio was also expanded with Carlsberg 500ml cans, packaged at Regency Park.

The addition of these new products to the Coopers and Premium Beverages portfolio provides the group with an impressive range of local and international products.





Hand-made by
the Cooper family.
Est. 1862.

MARKETING



SPREADING THE WORD

A new website design for coopers.com.au was launched in February, to better connect Coopers with our many loyal supporters at home and abroad.

The website was developed in collaboration with Melbourne-based digital agency Citrus, offering a unique and engaging experience that is consistent with the Coopers brand. The website allows users to discover Coopers products, learn about the brewery's history, stay up to date with Coopers news, and buy merchandise online. Intuitive visual cues are used to link to different areas of the website and social media channels.

The website also reintroduced the Coopers Club to replace the Order of Coopers. Through the 'Coopers Guide' and 'Coopers News' pages, it provides members with information about brewing DIY beer, as well as upcoming events and sponsorships.

It's been another excellent year for Coopers, although we are always mindful of the competitive forces in our market. These challenges include strong competition from international rivals and the growth of the craft beer segment, along with the trends away from beer consumption and the impact of retail concentration.

To address these challenges, we are ensuring the sales teams around Australia continue to develop strong relationships with customers, and operate as effectively as possible. The new tablet platform, Rhino Forte Sales System, has been introduced, to provide sales representatives with a sophisticated tool to implement pricing and promotional programs at venue levels.



EVENTS



Coopers
BEHIND
EVERY GOOD
FESTIVAL



AN EVENTFUL YEAR

New food sponsorships included Good Food Month events in Melbourne, Brisbane and Canberra.

Continuing our support for Australian music, Coopers signed a new sponsorship agreement with the Woodford Folk Festival in Queensland. This complements the existing local sponsorships with Adelaide's Fringe Festival, the Garden of Unearthly Delights and WOMADelaide in March, and the Adelaide Cabaret Festival held in June.

We also sponsored the Perth International Arts Festival in January for the first time, and continued our successful sponsorship of the Darwin Festival in August.

Coopers took up the naming rights for the Coopers Malthouse Building in Southbank, Melbourne, home of the acclaimed Malthouse Theatre.

The national sponsorship agreement with the V8 Supercars continued, providing exceptional coast-to-coast exposure for Coopers Mild Ale. In March, Thatchers Gold cider was added to the Coopers products being offered at Adelaide's Clipsal 500, along with the introduction of the international beers of Carlsberg, Sapporo and Kronenbourg 1664 to the Coopers Beer Garden public venue. Arrangements have been put in place to offer Thatchers Gold at further V8 Supercar events.

Other sponsorships included:

- Bay Sheffield foot race
- Norwood Football Club and Stadium
- Country thoroughbred race meetings (Balaklava, Gawler, Kangaroo Island, Millicent, Penola and Naracoorte)
- Coopers Stadium at Hindmarsh, home of A-League soccer team Adelaide United
- Great Australian Beer SpectAPular in Melbourne



AWARDS

LET'S DRINK TO THAT!

Coopers continued to be recognised in a number of national and international awards.

Building on our long history of success in the Australian Liquor Industry Awards (ALIA), Coopers was awarded Liquor Brand of the Year in October 2013, while our Original Pale Ale was named Best Full Strength Beer. Coopers also won the Best Marketed Beer or Cider Brand. Premium Beverages won its first ALIA award, for best Off-Premise Liquor Supplier of the Year.

In July, Coopers won the Cellarbrations Trophy for Champion Large Brewery at the Royal Adelaide Beer Awards.



In June, Coopers Alehouse at Sydney Airport's T2 domestic terminal was named the International Airport Bar of the Year at the 2014 World Food and Beverage (FAB) Awards in Copenhagen. The FAB Awards are the only international airport-specific food and beverage awards, and attracted a record field of 200 entries from around the world.

Jolly Good Ale and Old 1862-2012, updated by Alison Painter, Tim Cooper and Rob Linn to celebrate the brewery's 150th anniversary, won a prestigious Gold Medal at the National Print Awards in Sydney in the Limited Editions category.



The brewery is family owned. The awards are everyone's.

At the recent Australian Liquor Industry Awards, Coopers had a very good night.

Not only did our Australian, family owned brewery win Best Marketed Beer, but also Best Liquor Brand of the Year, beating all other beer, wine, spirit and RTD brands. Our Original Pale Ale also won Best Full Strength Beer for the 6th time in seven years.

We're as proud of the awards as we are of our beer.

To all those who've supported us, we'd like to say thanks, and cheers.



ALIA ²⁰¹³
AUSTRALIAN LIQUOR INDUSTRY AWARDS

SHAREHOLDERS AND FAMILY

The company offered to shareholders a buyback of shares in March 2014, the seventh since 2006.

At \$357 per share, this resulted in the sale of 14,911 shares, including 2,790 D class shares. In total, over 18% of the shares or 232,745, have been bought back by the company since that time, at a value of \$71,104,629.

Eighteen shareholders participated in the Dividend Reinvestment Plan in December, with the issue of 2,962 shares at \$357 per share. In June, twenty two shareholders reinvested \$743,904 in dividends for an issue of 2,084 shares. Since its introduction in December 2009, 19,997 shares have been issued, representing \$6,215,583 in dividends reinvested through the plan.

In May, the Share Purchase Plan was offered again, with ten shareholders participating and 770 shares issued at \$357 per share. In the three years since its introduction, 1,660 shares have been issued under this plan.

Approval was also given at an Extraordinary General Meeting in June to alter Article 42 of the Coopers Constitution – a section relating to the assessment of the fair value of shares.

The number of Coopers shareholders grew to 151 during the year, with the addition of nine sixth-generation shareholders, and the closure of one estate.



VALE

Norman Craig Shierlaw
(17 August 1921 – 26 September 2013)

The Board and friends of Coopers Brewery were saddened by the passing of former Coopers Director, Mr Norman (Norm) Shierlaw, in 2013.

Norm was appointed to the Board in 1995, replacing Joseph Winter, a former SA Brewing representative who had resigned after Coopers bought back that company's "D" class shares.

A cousin of Bill Cooper and a significant Coopers shareholder, Norm was a prominent Adelaide businessman, best known as the Chairman of nickel miner Poseidon NL, and later as the head of broking firm NC Shierlaw and Associates.

He resigned as a Director of Coopers in September 1997, with his position being filled by Dr Tim Cooper.

Norm remained a very strong supporter of Coopers, and was a great ally during the 2005 hostile takeover bid by Lion Nathan.

Our thoughts go to Norm's wife Barbara, his children Elizabeth, Jennifer and Sally and their families.



SIXTH GENERATION

An exclusive cocktail function was held in February for members of the sixth generation of Coopers.

Hosted at the Brewery, the event attracted around 45 guests.

Glenn, James and Melanie Cooper, together with Cam Pearce, were on hand to meet with the next generation to explain the unique history they share. Tim Cooper was travelling overseas, but sent a video message to the group.

The gathering provided an opportunity to reinforce the policy that being a Cooper does not guarantee a position within the Brewery. Individuals need to establish their own careers and be invited to work at Coopers, provided that a suitable position becomes available and that they possess the necessary skills.

Further similar events are likely to be held, whereby the future custodians can meet Directors, learn about the company, and get to know each other.



COOPERS BREWERY FOUNDATION

FOUNDATION  N

Brewing support for the community.

CHARITY BUILT ON A SOLID FOUNDATION

The Coopers Brewery Foundation continued its strong charitable work during the year, distributing a total of \$433,200 to 27 charities.

Since its creation in April 2006, the Foundation's total distribution has reached more than \$2.5 million, assisting over 170 charitable projects.

In 2013-14, donations from supporters totalled \$230,000, and accounted for more than half of the funds raised. Other significant amounts included \$97,000 from the annual Golf Day; \$42,000 from brewery tours; and recycling efforts at the brewery raising \$60,000.

The 2014 Shareholders Appeal raised \$41,600 for the Leukaemia Foundation's Young Bloods program, which supports children's wellbeing after they are diagnosed.

In June, the Coopers Board added \$500,000 to the previous year's donation to the Foundation of \$2 million, for investment in the perpetual fund.

Income from this fund will be used to cover the costs of the Foundation, with net proceeds to be distributed or reinvested.

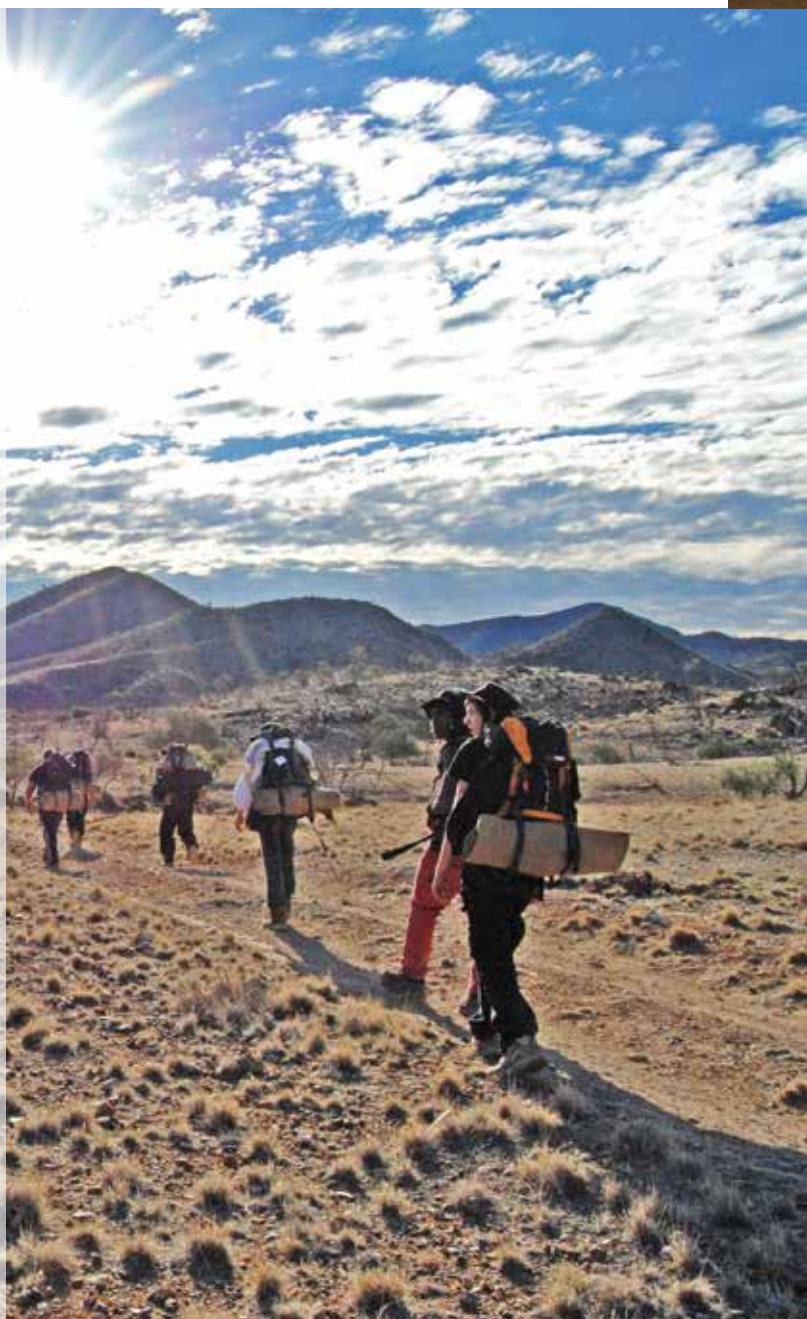
A Foundation Investment Committee was established, comprising Melanie Cooper (Chair), Haydn Duffield (Secretary), Michael Shearer, Simon Hele, Jim Hazel and Rob Patterson. Bank SA and Macquarie Bank have been appointed to assist with management of the funds, which now stand at more than \$2.6 million.

Following the Foundation Board meeting in June, Rex Keily AM, announced he would not be standing for re-election as a Governor in September. Mr Keily has served on the Board since its inception in 2006, and we thank him for his contribution.





Adelaide Festival Centre Foundation
 Anglicare SA Archbishop's Appeal
 Aust Leukodystrophy Support Group
 Camp Breakaway
 Churches of Christ Life Care (SA)
 Cora Barclay Centre
 Cornerstone College Building Fund
 Cummins & District Memorial Hospital
 Women's Aux SA
 Cure 4CF Foundation
 Down Syndrome Society of SA
 EDASA
 Flinders Medical Centre Foundation
 Foodbank SA
 Golden Memories Karaoke
 Gunawirra Ltd
 Junction Australia SA
 Leukaemia Foundation (Young Bloods Program)
 Mary Potter Foundation
 Operation Flinders Foundation (SA)
 Riding For the Disabled Association
 St John's Youth Services
 Tableland Women's Centre Inc
 The Pyjama Foundation Ltd
 Toowoomba City Care
 Wheeling & Able
 Youth Off the Streets Ltd
 Youth Opportunities Association (SA)



SOCIAL CLUB



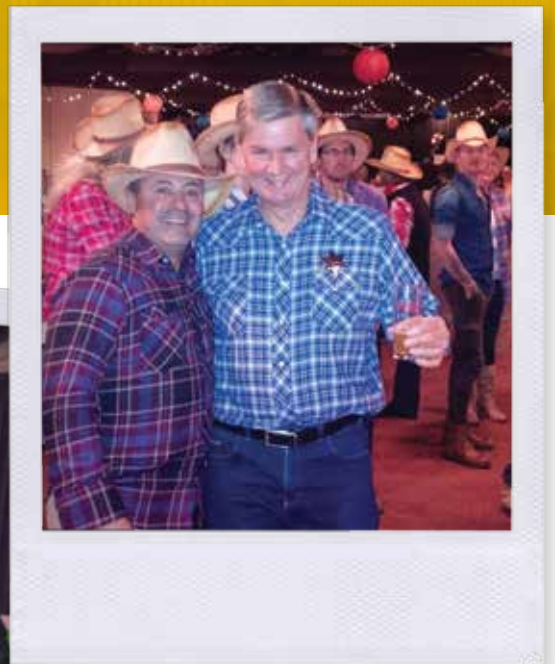
Blending work with play

The Coopers social club committee, comprising Briony Neindorf, Melanie Cooper, Chris O'Sullivan, Frank Perrotta, Darren Leopold and Rob Small, continued to arrange successful functions for staff and their families to socialise together. Employee members contributed a weekly membership for these opportunities.

This year's Mid-Year Dinner for members and their partners, was held at Sunnybrae Function Centre.

Enhancing the country and western theme, the hugely successful event featured a mechanical bull, photo booth and line dancing.

The eleventh annual Family Fun Day took place in December, and included show rides, mini-golf, trampolines, the Coopers Clydesdales, face painting, a petting zoo and barbeque. Heralding in the festive season, Father Christmas arrived in the Coopers Saurer truck.



GUIDING PRINCIPLE AWARDS

Raise a glass

At the Annual Christmas Dinner in December, Coopers again recognised the commitment of its employees with the Guiding Principle Awards. All staff members were invited to put forward nominations, and in total, 101 employees were proposed as best demonstrating any of the company's values of Passion, Respect, Responsibility, Consistency and Service.

This year, an award was also given to the most outstanding department, and in addition ten employees were recognised for receiving nominations across all five categories.

Service awards were given to six employees for 20 years service, eight for 25 years, one for 35 years and one, to Leo Matto, for 40 years service.



Troy Roberts
& Gilbert Bruton

PASSION awarded to Gilbert Bruton, Tim Cooper and Frank Perrotta

RESPECT awarded to Gilbert Bruton, Rocco Musolino and Cam Pearce

RESPONSIBILITY awarded to Rocco Musolino, Anthony Petherick and Troy Roberts

CONSISTENCY awarded to Greg Dempsey, Rocco Musolino and Steve O'Donoghue

SERVICE awarded to Alana Calder, Frank Perrotta and Rocco Musolino

OUTSTANDING DEPARTMENT AWARD Engineering



Rocco Musolino



Anthony Petherick



Frank Perrotta

Greg Dempsey



Alana Calder

RIDE TO CONQUER CANCER



PEDALLING FOR A PURPOSE

2 days, 215 kilometres, 1 epic ride!

On the weekend of 30 November to 1 December 2013, the "Coopers Pale Blazers" took part in the inaugural *Ride to Conquer Cancer*. The team consisted of eleven Coopers Brewery staff plus seven family and friends.

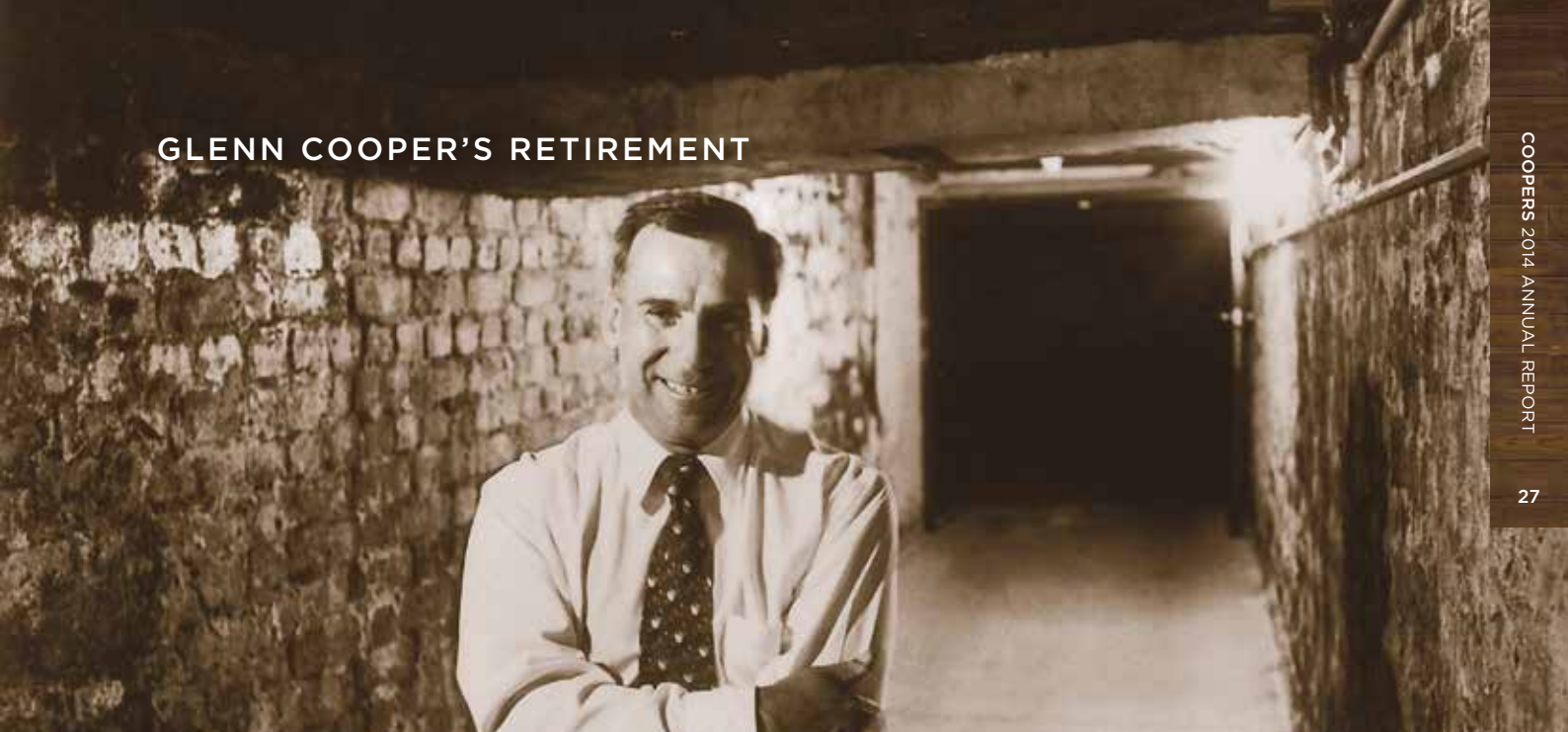
Starting from the Flinders Medical Centre, the cyclists rode to Nuriootpa in the Barossa Valley, with an overnight camp before riding back again the next day.

The high-profile event raised funds for the Flinders Medical Centre Foundation to support the vital work of the researchers and clinicians based in the Flinders Centre for Innovation in Cancer (FCIC).

All those who took part from Coopers Brewery had either personally experienced the impact of cancer, or were close to someone who had.

Ultimately, the Coopers Pale Blazer team raised over \$64,000 and was both thrilled and humbled by the outstanding support of key suppliers, customers and the Coopers Brewery Foundation who supported the cause. It was this encouragement that fostered the team's bonding and camaraderie as it tackled the challenge of the long ride.





CHANGE OF PACE

After almost a quarter of a century with Coopers, Glenn Cooper officially retired from his executive position on 1 July 2014.

The only Cooper to have ever worked for SA Brewing, Glenn joined Coopers in 1990. Having trained as an automotive electrician, Glenn completed a Diploma in Business and started his own computer sales and services firm.

Glenn took up a role in Coopers' marketing division, and pursued beer sales with a passion. After Lion took over SA Brewing in 1993, Glenn and his sales team oversaw a substantial growth in beer sales, gaining new tap points.

In 1996, Glenn became Marketing Director, building awareness and bonding for the Coopers brand through key sponsorships, and trade and media advertising. Forming an enduring partnership with Andrew Killey and Peter Withy of kwp!, Glenn successfully grew awareness of the Coopers brand both locally and interstate.

Glenn was instrumental in the formation of the Coopers Club, our first consumer loyalty program, which grew to over 15,000 members. He built strong relationships with the trade, and secured a number of key and 5-star accounts.

Glenn pursued high-profile sponsorships such as the Le Mans race in Adelaide, and more recently the V8 Supercars Series, including the iconic Clipsal 500 Event. Most recently, he helped negotiate an agreement that will result in Coopers having a beer presence in Qantas lounges across Australia.

In 2012, Glenn was appointed Director of Sales for Premium Beverages, following the retirement of Bruce Siney.

As Glenn continues on as Chairman of the Board, he will maintain his involvement in key events and functions, and will retain an active interest in exports, especially to Asia and the USA.



STAFF PROFILES

*The number cruncher*

Vanessa Bergin

Vanessa began working at Coopers sixteen years ago after training as a legal secretary. She then studied for her *Certificate III in Accounting*, toiled many hours over the company's books, and is now Coopers' Assistant Accountant, looking after the shareholder register and liaison, payroll, and of course, the money.

Favourite beer: Celebration Ale

*The eagle-eyed engineer*

Bettina Pickering

Originally from Queensland, Bettina graduated as a chemical engineer and then wisely moved to Adelaide. Since 2013, she has been Coopers' Control Systems Engineer, keeping a keen eye on the Brewery's production lines, and most recently the commissioning and operation of the new bottling line.

Favourite beer: Coopers Clear

*The reliable stalwart*

Leo Matto

After forty years as part of Coopers' production team, most recently overseeing keg repair, Leo Matto retired in July this year. A former chrome plater, Leo started work at Leabrook after approaching former Managing Director Bill Cooper. "Bill asked if I was married. When I said I was, he gave me a job because he guessed I would need the money." The Cooper family thank Leo for his long and dedicated service and wish him well in his retirement.

Favourite beer: Coopers Best Extra Stout

*The relationship builder*

Joel Shean

For Joel, this year marks a decade with Coopers. Having worked for a range of distribution companies, including the 'other' brewery, Joel joined Coopers' sales team. Four years later he took on the role of Trade Marketing Coordinator, looking after the marketing of Coopers products in the trade and at events, both locally and across Australia. "After working for various companies, including Lion, I am aware that big isn't necessarily beautiful, and I'm proud to now be in my tenth year at Coopers Brewery."

Favourite beer: Coopers Dark Ale


LETTER FROM THOMAS COOPER TO HIS SON JOHN

Pat Elliot

Jan. 3. 1893

My dear Son

Recd. one from
Milly Lane this morning.
Don't bother about eggs at present.
but ^{may} send us some more
beer (Ale) Hussy had one day
and some more the other day.
I have had to send some into
Kings in return for presents of
cream bacon &c whilst I am
writing 11-30 am temp is 96°. whatever
can it be with you. We are all
well. Annie F. & Bell are here
this week. It is time for you
to arrange for coming to P.C.
Kindly inform us when Dr. Annie
Kell & family must come between
times or when Sam is here



Coopers

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