



# Skinny BLONDE™

*Meet Daisy Blonde. She's a timeless, classy blonde. Much like the beer she represents, Skinny Blonde. An all Australian, all natural, low carb, 5% beer brewed locally by Brothers Ink, Skinny Blonde is fast becoming a talking point at bars around the nation.*

Skinny Blonde's inception began when three friends, The Vines Drummer Hamish Rosser, Winemaker Richie Harkman and Artist Jarrod Taylor built a pilot brewery in Jarrod's laundry. It was made out of an old beer keg, a giant gas burner, an esky, an old bar fridge and a bunch of equipment from the local home brew store. They also had a foosball table, which was central to the creative development of Skinny Blonde and the centrepiece for all major business decisions.

Whilst Hamish may have found international success hitting the skins for The Vines, his history in brewing is steeped in family tradition. Hamish first began home brewing when he was a Chemical Engineering student at Sydney University back in 1992. His first attempts were made with a fermenter his father had since the '70s. In fact, a young Hamish took his first taste of the golden stuff from his dad's massive ceramic stein at the tender age of ten. He, of course, didn't appreciate the subtle complexities of the taste at that age but it would later become a lifelong obsession.

However, the trio's first attempts at brewing were not without disaster, with a fire in the home laundry brewery, as a huge sheet of plywood burst into flames. Due to a particularly competitive foosball game, Brothers Ink didn't notice the fire until the inevitable question, "Do you smell something burning?".



**skinnyblonde  
.com.au.**



And brewing wouldn't be complete without at least one tale of exploding beer bottles.

*"I was culturing some yeast and capped the bottles too early. As time went by the yeast digested the sugars, put out carbon dioxide and eventually the bottles just exploded," explains Hamish. "Jarrod's neighbours ran out of their houses suspecting a gas explosion. The explosion was so fierce that the bottles were blasted into millions of tiny little fragments that got stuck in my feet every time I walked around barefoot."*

Despite these initial setbacks, Brothers Ink soon hit on a winning formula and perfected a 'dry' beer loosely based Japanese style beers; something lacking in the Australian market.

*"We researched this style of beer and learnt about making 'dry' beers, that is beers with less residual sugar," says Hamish. "Australians have finally taking a liking to low carb beers. In our hot climate a crisp, dry beer can be very refreshing. It also appeals to anyone that is body conscious and still wants to enjoy a beer but would like to minimise the negative consequences."*

But it is of course, Daisy Blonde who steals the show. With the use of innovative ink technology for the labels, Daisy's red bikini slowly disappears as the beer is consumed until she reveals all!

*"The idea of putting a pin up girl on the label seemed like a real no-brainer to us, especially when the beer is a Blonde. Why isn't everyone else doing it? But the idea to have her wearing a disappearing bikini was the real stroke of genius. We can't remember who came up with the idea so we all claim it. We definitely played a lot of fustball that night."*

And while Daisy Blonde certainly panders to men, the fairer sex is also picking up on Daisy's appeal. *"It's been a pleasant surprise that girls really like the brand as well. In fact a lot of girls who claim to not like beer actually enjoy Skinny Blonde!"*

Skinny Blonde is a beer fans travel for. It may be the no added sugar or preservatives that drives them. Take Leigh Clarke from Melbourne for example. After seeing Skinny Blonde in Zoo Weekly, he got on the phone to find where he could get some. Unfortunately for Leigh, at the time they were only available in NSW. So Leigh did the Australian thing, chucked a sickie and drove 8 hours to the bottle shop in Berry and bought out the entire stock of six cases. Lucky for Leigh, Skinny Blonde is now stocked in NSW, VIC and QLD and he won't lose his job for taking any more sickies for a beer run!

