



## **P&O Cruises Backs a New Beer to Help Conserve Great Barrier Reef**

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Australia's leading cruise line, P&O Cruises has raised its glass to a new social venture, becoming the first national partner for a new beer which supports the conservation of one of the natural wonders of the world, the Great Barrier Reef.

A regular visitor to the reef, P&O was the first company to back The Good Beer Co, which is dedicating at least half the profits from its Great Barrier Beer to the reef conservation work of the Australian Marine & Conservation Society.

Good Beer Co is Australia's first social enterprise beer company.

A mid-strength pale ale, Great Barrier Beer is now on sale across P&O Cruises' five ships, with the cruise line supporting the venture by inviting its guests to "have one for the Reef" during their cruise holiday.

As Australia's only homegrown cruise line, P&O visits the reef more than any other line, carrying tens of thousands of its guests to the Queensland ports of Cairns, Port Douglas and Gladstone to experience the world heritage-listed destination.

P&O Cruises President Sture Myrmell said Great Barrier Beer married the great Aussie tradition of enjoying a cold beer on summer holidays along with the nation's passion for the Reef.

"Relaxing with a cold beer while on holidays is such an Aussie thing to do," Mr Myrmell said. "Our guests can now sit on the ship's open deck enjoying a craft Great Barrier Beer and, at the same time, taking their own small step to give back to the Reef. So they can 'have one for the Reef' responsibly, knowing they are helping contribute to a worthy cause."

Good Beer Co founder James Grugeon said P&O Cruises' support as its founding national partner was critical to giving the social venture its best chance of success.

"P&O Cruises hasn't just ordered beer from us, they've got behind the concept of Great Barrier Beer and a good beer that gives back wholeheartedly," Mr Grugeon said. "That's been transformative for us as a start-up and Australia's first social enterprise beer company."

Australian Marine Conservation Society (AMCS) Director Darren Kindleysides said: "The Great Barrier Reef needs our help now more than ever. We hope that everyone who likes a beer will help protect the Reef by supporting Great Barrier Beer. It is great to see P&O Cruises getting on board by stocking this good beer that does good."

Mr Myrmell said P&O Cruises was proud to give Good Beer Co a foundation on which to keep building its new business.

"There are many ways companies can give back to the community, but our decision to sell the beer onboard alongside other more well-known brands gives Good Beer a chance to build their profile

and encourage other businesses to stock their beer," he said.

"P&O Cruises made a commitment in the middle of the year to trial the beer and Good Beer Co has worked hard to use that commitment to further market their product to other stockists.

"This is a great news story that marries a fantastic idea, the Aussie spirit and our commitment to one of the country's natural icons."

Great Barrier Beer is working with Australian craft brewers like Queensland's craft brewers, Bargara Brewing Company, its partner for Great Barrier Beer. It is the first of a planned range of five different beers that each give back to a different cause.