

# Beer



## Top of the class

Emerson's Brewery has won many awards, including prizes for its German Style Pilsner, Taieri Gold, Oatmeal Stout, Old Ale, Emerson's APA, Emerson's Taieri George.



## Local nuggets

If you want to visit an Otago brewery, Speight's offer tours daily. Bookings are essential.

The Emerson Brewing Company in Wickliffe Street also offers tours. You need to book at least a week in advance.



## Hey guess what?

Duff's Brewery had the misfortune to share a name with Homer Simpson's favourite beer on the Simpson's television programme. Threatened with legal action by the 20th Century Fox production company Duff's was forced to change its name to McDuff's to avoid confusion with the fictional beer depicted in the Simpsons!

**Captain James Cook's 1773 spruce beer might be the first account of brewing in southern New Zealand, but his recipe was designed to prevent scurvy rather than to titillate his crew's palates.**

More traditional brews started soon after the arrival of early European migrants with brewing experience: the first local beer hit the retail shelves in 1857. By 1880 there were 116 breweries in Dunedin including Wilson's Well Park, Joel's Red Lion, Strachan's Victoria, Burke's Otago Brewery, and the very successful Marshall and Copeland's, who exported their Water of Leith brew to Fiji, Hawaii and Australia. Together they produced nearly six million litres of beer each year! Outside Dunedin the Tuapeka Black Horse Brewery distributed beer over an area from Bluff to Timaru in the late 1870s, and the Lake Wakatip Brewery, founded in 1870, operated for 45 years.



'A jug of Speight's please'

When Marshall and Copeland's folded in 1887, Speight's Brewery, established in 1876, succeeded in gaining a large portion of the market. They had an aggressive advertising policy, a consistently first-rate product and made effective use of rail and shipping services, so that by the mid-1890s Speight's were the largest brewery in the country.

Beer brewing has had a renaissance in the last 20 years, with a number of microbreweries established in Otago. These achieved a tangible share of the market by producing small quantities of individual and traditional beers that were unprofitable to the larger breweries. The most successful of these is The Emerson Brewing Company, established in 1993. Others include McDuff's, the Green Man Brewery, Wanaka Beerworks and the Mt Aspiring Brewing Company in Central Otago.



Richard Emerson, of the Emerson Brewing Company

