



China deal boosts Broo

Trevor Chappell, Australian Associated Press
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Shares in Broo have risen strongly after the tiny Aussie brewer signed a significant distribution deal with a large Chinese beer producer and gaining access to the world's largest beer market.

The Jinxing Beer Group has added Broo Premium Lager to its portfolio, giving Broo exposure to China's five billion cases-per-year beer market.

Broo on Monday said Broo Premium Lager is Jinxing's only international label on offer.

"I am thrilled and humbled by this new development; it is literally a game changer and will dwarf our original sales expectations," said Broo chief executive Kent Grogan.

"It provides Broo with enormous reach and platform to compete with the largest International brands currently available in China."

Shares in Broo, which listed on the Australian share market in October, were 5.5 cents, or 16.42 per cent higher at 39 cents at 1358 AEDT.

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