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# CHUGALUG CHINA, A BROO FOR YOU

## BREWING

JENNIFER SEXTON

KENT Grogan says he knew he was on a winner doing business with a wealthy Chinese family when they gave him a dinosaur egg from their massive private dinosaur collection.

The founder and CEO of little Aussie beer maker Broo couldn't bring the egg back home from Hunan province thanks to quarantine, but he was able to return with an unexpected distribution deal.

The aim of the trip last week had been to push the button on production of Broo beer in China with the privately-owned Jinxing Beer Group, which has 20 breweries throughout China.

Instead Jinxing's managing director Zhang Feng offered to make the Australian beer with a kangaroo label the first international brand it distributes across China.

Mr Grogan hopes the deal will make Broo as well known as Foster's once was in Asia.

"The aim for us is to sell a hell of a lot of beer," Mr Grogan told Business Daily yesterday.

"It allows us to go toe-to-toe with the biggest brands in regards to price, marketing back-up and production."

Jinxing produces around 200 million cases of beer a year and is one arm of the Zhang family empire, with the bulk of the wealth in property.

Jinxing has mainstream distribution channels and the deal gives Broo "blanket availability"

across China, Mr Grogan said.

Investors in the October-listed Broo cheered the deal yesterday, sending the company's shares up 19.4 per cent, or 6.5c to close at 40c. The market capitalisation of the company is \$46 million, climbing from \$10.5 million raised through the issue of 52.5 million shares, which listed on October 14 at 20c. Mr Grogan, who holds 68 per cent of the shares, said when he launched the beer in 2009 and put a kangaroo label he had his sights firmly set on international sales.

"I just thought we really should have a mainstay beer with a kangaroo on it.

"We have a big vision and long-term goals and we absolutely see room for another Australian beer with global penetration."





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Kent Grogan  
of Broo and  
(top left) the  
dinosaur  
egg. Picture:  
Rob Leeson