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# A LIGHTER LAGER SAGA

## BEVERAGES

**AUSTRALIAN-listed brewer Broo has begun production of its Premium Lager brand in China, but Sino drinkers will have to satisfy their thirst with a lighter version.**

**Broo's flagship label will be produced by Jinxing Beer Group and have a 4 per cent alcohol volume, down from 4.6 per cent, to reflect "the changing trend in Chinese consumer preferences", the company said.**

**The announcement marks the final step in the Sorrento-based company's efforts to derive revenue from its Chinese division. China is the world's biggest beer market.**

**Broo is also expanding its presence in Australia, with plans to build a \$100 million brewery in Ballarat.**

**Its shares yesterday added 3.2 per cent to 32c.**