



26 Aug 2016

Herald Sun, Melbourne

Author: Paul Gilder • Section: Business News • Article type : News Item
Classification : Capital City Daily • Audience : 331,715 • Page: 53
Printed Size: 542.00cm² • Market: VIC • Country: Australia • Words: 233
Item ID: 647561043

isentia.mediaportal

Licensed by Copyright Agency. You may only copy or communicate this work with a licence.

Page 1 of 1

Brewery bound for bourse

PAUL GILDER
BEVERAGES

NOW that's what you call beer money.

Sorrento brewer Broo is hoping to raise \$15 million in an initial public offering aimed at expanding its reach into the blossoming Chinese market.

Broo will offer 75 million shares at 20c apiece.

If enough investors take up the offer, it will hit the Australian bourse with a market value of \$121.6 million, according to its prospectus lodged this week.

The initial public offering has a minimum subscription level of \$10.5 million, meaning investors will need to subscribe for at least 52.5 million shares for the float to proceed.

It would realise a vision of its founder and executive chairman Kent Grogan that started in 2009 with the launch of the brewer's Premium Lager brand.

It is aiming for the premium market at home and in China, where it has a five-year distribution deal with Henan Liquor.

Henan owns 260 liquor outlets across Henan province and Beijing.

"We are striving to build a unique Australian beer company that distinguishes itself from our competitors through our strong brands, company ethos, unique marketing platform and quality products," Mr Grogan said.

According to the prospectus, Broo posted a \$2.65 million net loss for the year to June on revenue of \$516,000.

The share offer closes on September 19 and if all goes to schedule, Broo would list on October 3.



Broo founder and executive chairman Kent Grogan.