

HARNESSED  
BY  
*James Boag*

**Gold Medal**

2008 International  
Monde Selection

**Crystal Prestige Award**

2007 International  
Monde Selection

**Premium Beer of the Year**

2005 Australian Liquor  
Industry Awards  
10 consecutive Gold Medals  
1998-2007

**Gold Medal**

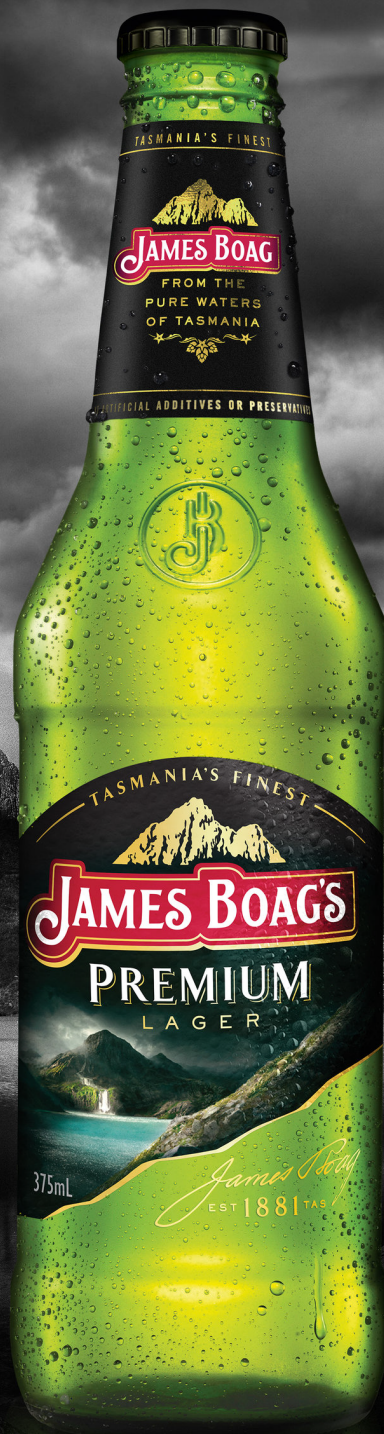
2005 International  
Monde Selection

**Gold Medal**

2005 New Zealand  
Beer Awards

**Premium Beer of the Year**

2004 Australian Liquor  
Industry Awards



*James Boag*  
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## JAMES BOAG'S PREMIUM

*Classic, subtle and perfectly balanced, James Boag's Premium Lager is well loved at home and widely acclaimed overseas.*

James Boag's Premium is a smooth, subtle lager, a perfect balance between hop and malt.

It's created with the finest ingredients, world-class brewing skills and the pure waters of Tasmania. We'll never compromise on the quality of James Boag's Premium or the water we use to make it.

James Boag's Premium is a traditional Australian premium lager. It is a full-bodied beer at **4.6% ABV**. This lager represents the classic beer loved by so many Australians.

## TASTING NOTES

Bright pale straw in colour with finely beaded bubbles, the lager has a fruity front palate, followed by its distinctly crisp, dry finish. This unique taste combination makes it the ideal accompaniment to seafood, a perfect match of flavour intensity. James Boag's Premium well rounded, subtle lager with the perfect balance between hop and malt.

## THE BEAUTIFUL TRUTH ABOUT THIS BEER

At James Boag, our master brewers tap into the purity of Tasmania's water and natural ingredients to create an exceptional drop. To give you an insight into the purity of our process and provide you with the information you need to make informed decisions about beer, we're part of a new initiative, Beer The Beautiful Truth.

Don't worry, nothing about the refined taste of James Boag's Premium has changed. We just want to share the nutritional information for your favourite beer and help you understand the basics behind the ingredients, brewing, rituals and more. Why? Because the truth is a beautiful thing.

James Boag's Premium is 99.9% sugar free on average,.

Avg. Quantity Per	Serving	100ml
Energy (Kilojoules)	513 kJ	155 kJ
	123 Cal	37 Cal
Protein	1.0g	0.3g
Fat, total	<0.7g	<0.2g
Saturated	<0.3g	<0.1g
Carbohydrate	8.0g	2.4g
Sugars	0.3g	0.1g
Dietary Fibre	2.0g	0.6g
Sodium	7mg	2mg

**1.2 STD Drink**  
**4.6% ALC/VOL**