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Gage Roads Brewing Co Limited is one of Australia's leading craft breweries. Since commencing brewing operations in 2004, Gage Roads Brewing Co Limited has been at the forefront of the thriving craft beer industry, producing some of Australia's most popular beer and cider brands including Alby, Atomic Beer Project, Hello Sunshine, Matso's Broome Brewery and the Gage Roads range of craft beers.

Gage Roads Brewing Co's distribution extends across Australia through its national sales and marketing team, Good Drinks Australia, providing its portfolio of award-winning beer and cider to Australia's leading retailers and hospitality venues.

ASX ANNOUNCEMENT

24 September 2020

GAGE ROADS OPENS ATOMIC BEER PROJECT VENUE IN SYDNEY

Gage Roads Brewing Co Ltd ("**Gage Roads**" or "**The Company**") (ASX: **GRB**) is pleased to announce that it will today open the doors of its first venue, *Atomic Beer Project*.

As previously advised to the market in March 2019, the Company secured a site in the inner-city Sydney suburb of Redfern, NSW, situated in the midst of a local hospitality precinct that is also adjacent to significant transport infrastructure and is part of a broader urban renewal initiative. The recently completed venue houses a small craft brewery as well as a 200-person hospitality operation that will open to the public as of today.

The creation of microbreweries and associated taprooms and hospitality operations is a well-established, internationally proven concept used by most successful craft brewers to build and enhance proprietary brands. The Company's venue strategy has two primary benefits; to significantly improve awareness of its proprietary brands, driving increased retail sales on the east coast, and to deliver a standalone financial return.

Gage Roads Brewing Co's Chief Strategy Officer Aaron Heary says the venue brings *Atomic Beer Project* to life.

"We wanted to do things differently than the typical brew pub and we proudly stand out from the crowd with this venue. *Atomic Beer Project Redfern* gives consumers a tangible example of what the brand is about. We're confident that once people pay us a visit and experience what we have to offer, not only will they be back to the venue, but they will seek out our beers in other retail outlets."

"This is the first site we've opened under our venue strategy and we expect to create further successful venues in key local markets to deliver and grow brand relevance."

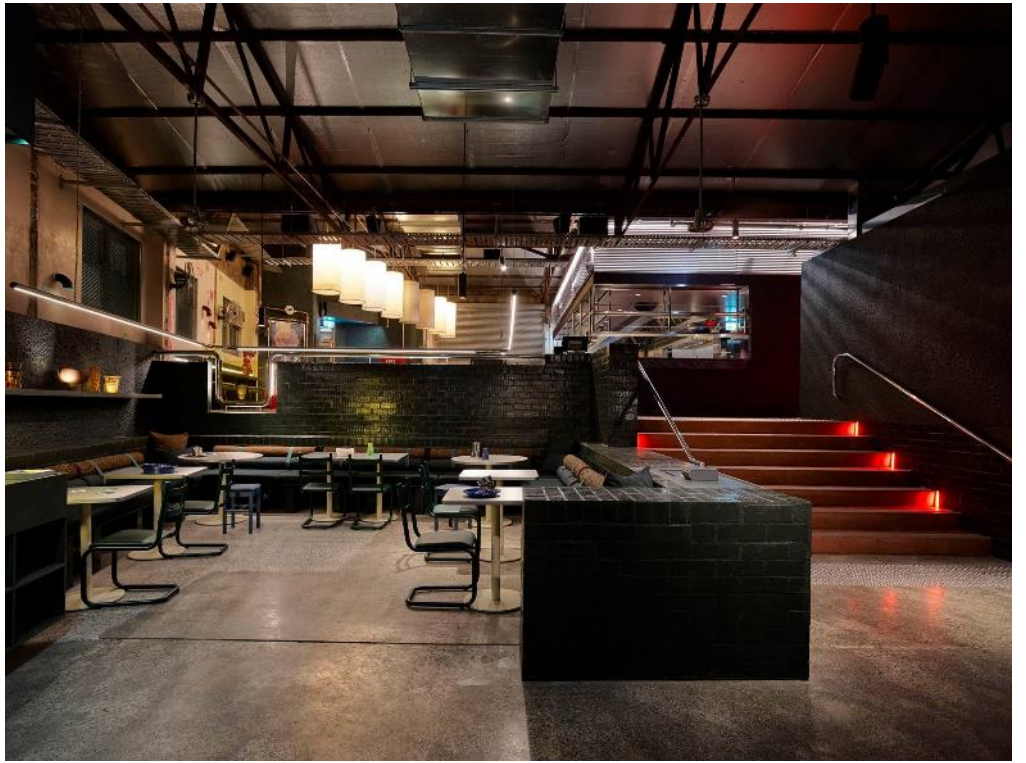
"The venue was completed in April 2020 but COVID-19 restrictions delayed the opening. Under current restrictions, we can run the venue at a reduced capacity of 85 patrons but we look forward to expanding to full capacity of 200 people once permitted." says Mr Heary.

As part of the Gage Roads multi-venue strategy, the Company also recently announced that it plans to develop a flagship hospitality and brewery venue at Victoria Quay in Fremantle.

Please find photos of the *Atomic Beer Project* venue below:









-ENDS-

This announcement has been authorized by the Board of Directors.

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