



INTRODUCING...

4.2% ALC/VOL

PACIFIC PALE ALE

A refreshing, naturally conditioned ale with tropical fruit notes & a distinct dry hop character.



**Coopers Session Ale
now has a new look.**

Same great taste. Same blue can. Different name and fresh new packaging. Session Ale has been renamed Pacific Pale Ale, led by keg and 375ml can, plus an exciting \$2 million support campaign.

CHANGING WITH THE CATEGORY

Sustained growth of the Pacific/Session/Tropical segment has seen it rise to become the second largest beer style within craft*. Over this time, new naming conventions have emerged: 'Session Ale' is now reflective of a mid-strength beer, while 'Pacific' has become the recognised name within the style reflecting refreshment, flavour and fruitiness**. So to avoid confusion, align with the evolving category and better reflect the refreshing, tropical flavour profile, we've changed the name to Pacific Pale Ale.

\$2 MILLION SUPPORT CAMPAIGN

Celebrating getting up goofy for the first time, building an epic beach bonfire or having a laugh at the pub with mates — whatever the moment, an ice-cold Coopers Pacific Pale Ale is best after... just about anything.

Celebrating the Australian coastal lifestyle, the surf-skewed campaign will live in national and localised out-of-home, large-scale billboards, street posters, digital and social. The campaign will also be supported by an exclusive partnership with Stab, Australia's leading authority in surf culture.

5X CAPITAL CITIES + KEY REGIONAL AREAS

5.4M DRINKERS TARGETED

\$2M MEDIA VALUE

The product is also featuring in Angus Stone's new film clip for his upcoming single 'Kids Fallen in Love'.

PRODUCT DETAILS

NEW EAN BARCODE

9310441004743
Coopers Pacific Pale Ale 1 x 375ml

9310441004750
Coopers Pacific Pale Ale 6 X 375ml

9310441004767
Coopers Pacific Pale Ale 4 X 6 X 375ml

FORMAT

CAN

6PK CAN

24PK CAN

MALT: Coopers Pale HOPS: Galaxy, Melba
IBU: 27 EBC: 7.0 ABV: 4.2%

PACKAGING

Pacific Pale Ale transition
leading with can and keg



OFF PREM POS

CORFLUTE

POSTER

PALLET TOPPER

WOBBLER



ON PREM POS

CAN GLORIFIER

COUNTER CARD

TAP BADGE

TAP TALKER

RELEASED
OCTOBER
2020

Contact your Coopers Area
Manager to secure your order

1300 654 455
coopers@coopers.com.au

* Aztec IRI scan sales data MAT To 02/08/20

** TRA Consumer research, Summer Pacific beer segment, Nov 2019