



**Friday 24 May 2024**

## **Cascade flows at 200th birthday celebrations**

Politicians, brewery workers, and business representatives today gathered at the Cascade Brewery to toast two centuries of endurance, innovation and the spirit of Tasmania.

The Pale Ale flowed as Cascade celebrated with live music, the cutting of a birthday cake and a toast to 200 years of Standing Proud.

The 150 guests also heard from Tasmanian Premier the Hon Jeremy Rockliff MP and Deputy Lord Mayor of Hobart Councillor Dr Zelinda Sherlock about Cascade's journey from humble sawmill to Tasmanian icon and Australia's oldest brewery.

Asahi Beverages Group CEO Amanda Sellers, said "This remarkable anniversary would not be possible without all those who have made Cascade one of Australia's most enduring brands and today's event was a unique opportunity to celebrate them. From our customers and drinkers to our partners and suppliers, employees and the broader Hobart community – we thank you for your loyal support."

Cascade is celebrating 200 years by shouting a [free beer](#) for the first 200 people at different pubs on the first Friday of the month for the rest of 2024. We've also released limited commemorative Cascade Draught 375mL cans emblazoned with the words "Standing proud for 200 years" that are on-sale until the end of the year.

And later this year we'll launch a unique new Cascade beer for Tasmania and the mainland, with more announcements to follow soon.

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**Interviews in VNR link include:**

- Asahi Beverages Group CEO, Amanda Sellers
- Cascade Head of Manufacturing, Brendan Flanagan
- Asahi Beverages President and Group Chief Executive Officer, Atsushi Katsuki  
(Vision and audio from welcome speech)

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**ABOUT CASCADE**

The Cascade story began in 1824 when pioneering industrialists Peter Degraives and Hugh Macintosh used a 2000-acre grant to establish a sawmill on the lower slopes of Kunanyi/Mount Wellington in South Hobart. But, eight years later, and after Degraives had served a stint in gaol, Degraives and Macintosh created a brewery on the site. Notwithstanding the site didn't commence brewing until 1832, we're proud to be celebrating 200 years of Cascade in 2024.

Cascade Brewery is Australia's oldest brewery and a leading tourist destination. It is also a vital part of the Tasmanian community, employing more than 80 people across the brewery and bar and supporting hundreds of local businesses. It stands as a unique example of Australia's industrial heritage.

The original historic homestead remains and is home to the Cascade Brewery Bar. Its doors and heritage beer garden are open to the public seven days a week, serving up the best of Tasmania in a glass, on a plate and accompanied by our warm Hobart hospitality.

Cascade Brewery is proudly part of Asahi Beverages.