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FOR IMMEDIATE DISTRIBUTION

PRODUCT ALERT

BEAK & SONS AND YAK BREWING DELIVER THE ULTIMATE AUSSIE SUMMER BBQ!



AUSTRALIA: The simple pleasure of enjoying a hot snag with a cold beer is elevated this summer as two iconic brands come together to create a unique Aussie culinary experience.

Introducing the Beak & Sons / Fat Yak Godfather Snags and Beef Sliders, an exclusive coupling between master butchers Beak & Sons and Yak Brewing.

"Australians are well-known BBQ experts," comments Beak & Sons Head of Marketing, John Stathis, "with sausages and burgers arguably the most popular foods to grill. These products are a new twist on a summer classic, and we are sure they will be a hit at your family BBQ."

Both new products are limited editions and exclusive to Coles stores only.

"We have been incredibly excited about this product development project with Yak Brewing," continues John, "it has allowed us to showcase the high-quality ingredients used across our brands. "The sausages and sliders are manufactured using 100% Australian Beef and Pork."

Beak & Sons and Yak Brewing are both proudly created in Australia.

"We've always believed an ice-cold Fat Yak Pale Ale pairs perfectly with an expertly charred snag or burger," Yak Brewing Marketing Manager Andy Vance said. "Now, we're taking it a step further by infusing the epic fruity ale flavour into the meat itself with the help of the legends at Beak & Sons. These delicious creations are the perfect summer meal, especially when washed down with a Fat Yak!"

The Beak & Sons Limited Edition Beef Sliders and Beak & Sons Limited Edition Godfather Snags are available now. RRP \$8.00. Available in selected Coles stores nationally.

To ensure a full and consistent taste in each sausage, special Fat Yak flavouring is used instead of beer. This also ensures the sausages contain no alcohol. This has the added benefit of ensuring the sausages contain no alcohol.



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SAMPLES ARE AVAILABLE ON REQUEST. Contact amanda@missymischief.com / 0410570993

Media Images are available by clicking this link: [CLICK HERE](#)

About Beak & Sons

Since 1910 Beak & Sons have been crafting and curating a gourmet range of meat products. From their founding father, Reggie Beak, to every son and daughter that has followed, the Beak & Sons quality is a cut above with ingredients that favor the flavor. The Beak & Sons brand falls under the umbrella of Beak & Johnston, a family-owned Australian food business with over 35 years of experience in innovative, value-added meal solutions. www.beakandsons.com.au / www.beakandjohnston.com.au

About Yak Brewing

Yak Brewing, like every strong character, had an interesting upbringing. Fat Yak was born in 2008 in the stables of Carlton & United Breweries, which is now proudly part of Asahi Beverages. The beer raised to be a big and hairy beast, but soon came to be known as a serious and credible Pale Ale that also happened to be relatively easy to throw down. It helped kickstart the Australian craft beer revolution and, nowadays, Yak Brewing has a full herd also comprising Wild Yak, and Rusty Yak. They can be found at bottleshops across the country. For more information on Yak Brewing visit www.yakbrewing.com.au