



22 March 2019

Four Pillars to join forces with Lion

The founders of Four Pillars Gin and the management of Lion have announced that Lion has invested in the Healesville-based distillery, taking a 50 per cent stake in the business.

Four Pillars was established by Stuart Gregor, Cameron Mackenzie and Matt Jones in 2013, and the award-winning craft gin brand is now enjoyed by people around the world.

Lion's investment will allow the founders to follow their dream of building the world's leading craft gin brand.

"The partnership with Lion really is a ripper for us," said Four Pillars co-founder Stuart Gregor.

"It would not be untrue to say that more than a few organisations have shown an interest in us over the past 18 months and Lion just felt the best. We like their focus on craft, we like the fact we will be their first and most important craft spirit brand, and we like the fact that part of the deal is a slab of Furphy every month for the rest of our lives.

"We have a terrific relationship with the senior management at Lion and reckon this is the start of a really exciting new chapter for our business."

Lion is a leading beverage company, with a reputation for being a pioneer in craft brewing. Its portfolio includes brands such as James Squire and Malt Shovel, Little Creatures, Kosciuszko, and Furphy to name a few. Lion is part of the Lion Group, a wholly-owned subsidiary of Kirin Holdings.

Lion Managing Director James Brindley shared his enthusiasm for the announcement.

"The partnership with Four Pillars is really exciting for Lion, as we venture into new categories outside our core beer business," Brindley said.

"What Matt, Cam and Stu have done in creating Four Pillars in just over five years is nothing short of remarkable and we want them to keep their hands on the wheel, while we offer advice, counsel and assistance."

Vanguard Luxury Brands has been Four Pillars' domestic distributor since 2013, and the same craft spirits experts will continue to sell Four Pillars to bars, retailers, restaurants and pubs across Australia.

ENDS.

Media contacts:

Four Pillars Gin

Stuart Gregor, stuart@fourpillarsgin.com.au +61 419 526 015

Jen Bailey, jen@fourpillarsgin.com.au +61 400 115 401

Lion

Elizabeth Bold, Elizabeth.bold@lionco.com, +61 421 765 446

About Lion:

Lion is a leading beverage company with a portfolio that includes many of our region's favourite brands. With more than 1,500 people employed across Australia, the company operates historic breweries, such as James Boag and XXXX Castlemaine Perkins, and is a leader in craft brewing, with brands such as James Squire and Malt Shovel, Little Creatures, Kosciuszko, and Furphy. Lion is part of the Lion Group, a wholly-owned subsidiary of Kirin Holdings. Kirin is a global company headquartered in Tokyo, whose domains range from food and beverages to pharmaceuticals.

www.lionco.com

www.linkedin.com/company/lion-co/

About Four Pillars Gin:

The Four Pillars gin distillery is based in Healesville in the Yarra Valley on the outskirts of Melbourne, Australia. The distillery was founded by Cameron Mackenzie, Stuart Gregor and Matt Jones in December 2013 and has quickly become one of the best-known craft gin brands in the world via its Rare Dry, Spiced Negroni, Navy Strength and Bloody Shiraz Gins. Four Pillars has won multiple Double Gold, Trophies and Masters awards at competitions globally.

<https://www.dropbox.com/sh/d9f066wjbrqvx12/AABRayeCfQrtIsjH45ofLvrVa?dl=0>