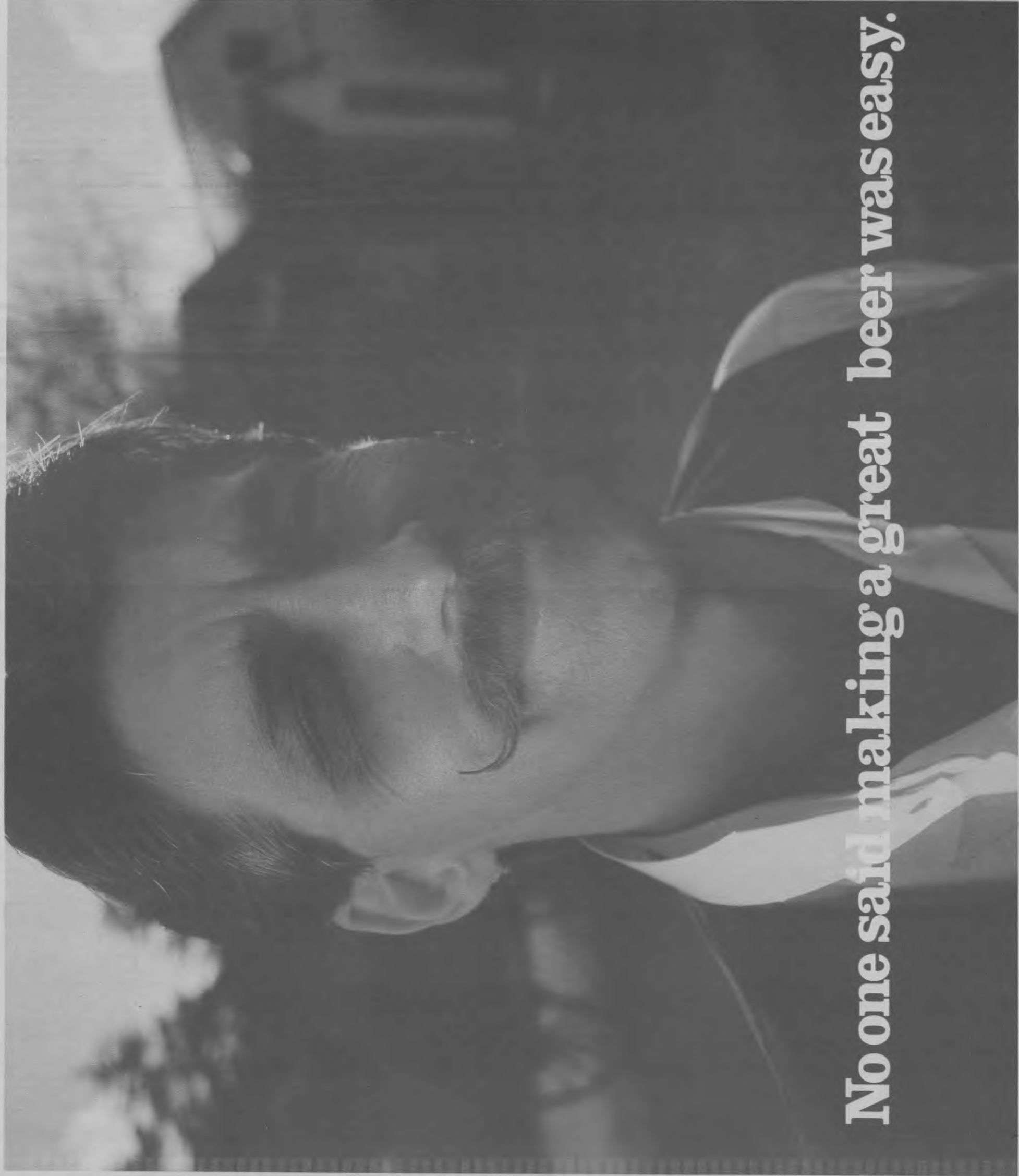




No one said making a great beer was easy.



When Joseph Kuitze arrived in New Zealand in the 1860's, he was a man with a mission.

From his homeland in Germany he brought an unquenchable desire to make a great beer. A beer he'd be remembered for.

So he established a brewery in the Cromwell district and began brewing beer. Good beer.

But they were tough times, and Joseph was, to say the least, something of a character.

A character who made a policy of standing up for what he believed in. So his life wasn't always trouble free.

But make a great beer he did. And he went on to become one of the true pioneers of New Zealand brewing.

Joseph Kuitze was no ordinary man, and to honour him we've made a superb lager beer.

A beer that, like the man it's named for, is far from ordinary.



No ordinary beer.