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RADIO

Client	FOSTERS AUSTRALIA	Length	30
Product	CARLTON DRAUGHT	Job	Version
Title	DRAUGHT STORY	Date	8/9/06

Sentimental music throughout.

Voice over in a very sentimental "storybook" style. . .

VO: This is the story of Carlton Draught. . . Back in 1849, a Victorian barley farmer began brewing his own beer in a small wooden shack at the back of his farm. For 15 years he toiled with barley, hops and yeast trying to ferment the perfect brew. . . But he never got it right and then he died. So, we bought up his land at a very cheap price and built a giant brewery on it. And today that's the very same brewery that brings you the glorious Carlton Draught. What a lovely story. Carlton Draught. Made from beer.