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Moa Group Ltd - ParrotDog and Moa to take new sales approach.

ParrotDog have recently completed the build of a new brewery in Lyall Bay, Wellington. This new brewing capacity has freed up people resource previously involved in operations to allow ParrotDog to consider a new route to market.

ParrotDog has been one of the fastest growing Craft beer brands in New Zealand, expanding from its traditionally strong home market of Wellington to cover all of New Zealand through its partnership with Moa.

Moa this year has added to its range and now has a much larger portfolio of products which require full representation across the country.

From 1 December 2017, ParrotDog will distribute directly throughout New Zealand. Moa will remain the distributor of ParrotDog products until that date.

Both Brands will continue to work informally with each other in trade to help each other out particularly in On Premise where they share many tap accounts.

Matt Kristofski of ParrotDog says *“Moa have been a great partner for us in an important growth phase. With a bigger brewery and a different market place we want to be in trade with the resource we have. We know the Moa team well and will continue to help each other out where we can”*.

Geoff Ross of Moa adds *“The ParrotDog brand has had a good surge in growth this year and has been a proud part of our offering. Going forward we need to ensure we have both teams employing their resource in the best way and I think this step is best for both of our brands. We will be looking out for ParrotDog and continue to share insights with each other on how we continue growth”*.

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For more information contact:

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