

25th October 2009

Managing Director Carlton & United Breweries
Foster's Group Ltd
GPO Box 753,
Melbourne VIC 3001

Re: Complaint Regarding 'New' 4.6% VB Product

I am no longer drinking VB. I have been a loyal VB consumer for 23 years. I am not f***g happy with the taste of the 'new' product you are providing and you can shove it up your arse! I have been forced to drink former 'lesser' beers – Melbourne Bitter, Carlton Draught and Tooheys Dry and am now only drinking red wine as none of them taste like the former VB product (which used to be a 'real' beer!) Next thing you know I'll be drinking f***g lattes on the side of the road! So what the f**k is going on and when are you going to change back to the original product of VB? 4.8% or 5% I don't care but the 4.6% is crap!

Just because some f****g pencil pusher thinks he can save CUB (Fosters Group) millions of dollars by reducing the alcohol content, he is actually going to cost CUB (Fosters Group) millions more in lost sales because of his blinkered views (he is obviously NOT a real beer drinker and the 'testers' you used for the new VB obviously weren't either!) I'm not the only one who feels this way – many mates, colleagues and fellow former loyal VB drinkers have voiced the same opinion. Your new product (4.6% VB) is shit!! (it tastes like QLD XXXX shit beer!) and I'm really annoyed that I have had to even write this letter.

Please note a copy of this letter will be sent to all Board of Director Members for Fosters Group as well as to Neil Mitchell at 3AW and the Herald Sun for their airing of this disgrace to the loyal Aussie beer drinkers who can no longer enjoy a real VB. CUB (Fosters Group) should be ashamed of themselves for putting the almighty dollar before the taste of a beer.

Remember that age old slogan –

For A Hard Earned Thirst, You Need a Big Cold Beer & The Best Cold Beer is Vic! Victoria Bitter.

Perhaps CUB (Fosters Group) should remember their loyal consumers rather than fill the pockets of shareholders and management!

Pissed Off Ex-Beer Consumer,

NB- Thanks to my wife who has produced this letter minus many more expletives which I would have included to ensure you understood my level of disgust!