

MEDIA RELEASE (embargoed until 12pm, 6 July 2015)

KIWIS FIRST IN THE WORLD TO FUEL THEIR CARS FROM THE BY-PRODUCT OF BEER
DB Export brings “DB Export Brewtroleum” to the masses



6 July, Auckland, New Zealand – New Zealanders today became the first in the world to power their cars with commercially available biofuel, made from the by-product of beer. “DB Export Brewtroleum” was unveiled at Gull Kingsland in Auckland and hundreds of customers were invited to fuel up to mark the launch.

Following extensive testing and research, DB Export is the first company to make beer-derived biofuel commercially available, and has produced an initial 30,000 litres of ethanol that has been mixed with premium petrol to make 300,000L of biofuel which will be sold at 60 Gull petrol stations across the North Island from today.

Made using ethanol derived after brewing DB Export, Brewtroleum emits 8% less carbon than traditional petroleum and delivers the same performance when compared. This means every time someone drinks DB Export they’re helping to create an environmentally-friendly biofuel that can be used in most engines that run on petrol.

DB Head of Domestic Beer Marketing, Sean O’Donnell, said, like many great Kiwi inventions, DB Export Brewtroleum was an idea sparked over a few beers.

“This is a genuinely exciting opportunity. It’s a world first, we’re helping Kiwis save the world by doing what they enjoy best – drinking beer. We saw the opportunity to take the natural by-product of the brewing

process and turn it into something that can genuinely help the environment. To now be selling it through a major petrol retailer like Gull shows the power of not just having smart ideas but turning them into reality.”

“We’d love to see DB Export Brewtroleum become a long-term offering; it’s a case of testing consumer demand and assessing the feasibility of ongoing production and logistics. We expect the first batch to last approximately six weeks.”

As New Zealand’s leading biofuel provider, O’Donnell says Gull New Zealand was the obvious partner for DB Export to take Brewtroleum to consumers.

David Bodger, General Manager of Gull New Zealand, says Gull was more than happy to help make DB Export’s idea a reality: “We’ve been making biofuels since 2007 and are always keen help out anyone interested in producing cleaner fuel. We applaud DB Export for showing a bit of Kiwi ingenuity – it just goes to show how many opportunities are out there to make viable biofuels and help the environment. We’re excited to help Kiwi motorists make a unique and environmentally-friendly choice via dedicated DB Export Brewtroleum pumps at our petrol stations.”

DB Export Brewtroleum is the first in a series of ingenious “ideas over beers” that DB Export will roll out in the coming months as part of its “Made by Doing” campaign.

<https://www.youtube.com/watch?v=ZnGrQ0P3T8Q>

-ENDS-

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NOTES TO EDITORS:

Interviews are available with DB Head of Domestic Beer Marketing, Sean O'Donnell; DB Breweries Head Brewer, Dave Eaton; General Manager of Gull New Zealand, David Bodger

*free fuel to the value of \$50.00 (NZD)

DB Export Brewtroleum:

- Available from 6th July at Gull New Zealand stations at the same price as Gull Force 10 (subject to change daily)
- Research and testing by DB Export and independent experts found that ethanol could be stripped from the yeast slurry of the brewing process and distilled to produce high-grade bioethanol created by blending 10% ethanol and 90% premium 98 octane petrol.
- DB Export, with the help of its' distiller partners has produced an initial release volume of over 30,000L of ethanol, if it proves feasible it will be considered long term
- DB Export has been testing and refining the Brewtroleum product since February 2015
- Biofuel, such as Brewtroleum, can reduce carbon emissions by 8%¹
- Biofuel is great for most combustion engines with no performance issues vs. normal petrol. To see if your car can run on DB Export Brewtroleum visit the Gull website www.gull.nz
- The yeast slurry is usually distributed to local famers for stock feed and other manufacturers and is often discarded due to the sheer amount of slurry produced during the brewing process

The Science of Brewtroleum:

- Ethanol is stripped away from the yeast slurry
- Ethanol is distilled and refined to 99% purity and can then be used as fuel-grade bioethanol
- 10% ethanol is mixed with 90% premium petroleum to produce 98 octane Brewtroleum
- DB Export has worked closely with Gull New Zealand and independent scientists to produce a premium quality biofuel

ABOUT MORTON COUTTS (DB EXPORT FOUNDER)

- At just 12 years old, Coutts built himself a full functioning x-ray machine
- At 13 years old, he built himself a two-way radio station and became the first New Zealander to broadcast a shortwave radio signal and the first person ever to send a radio signal across the equator

¹ Comparison of Carbon Dioxide Emissions from Gasoline and E85, Ronald Timpe & Ted Aulich, University of North Dakota Energy & Environmental Research Center

- When Coultts took over the family brewery at 15, later on creating the world famous 'Continuous Fermentation', a ground breaking brewing process where raw materials are added to one end of the system and beer is continuously withdrawn from the other
- Morton Coultts owned 12 patents, one he is best remembered for is the development of continuous fermentation, patented in 1956, as an alternative to the traditional batch brewing

DB EXPORT BREWTROLEUM: FREQUENTLY ASKED QUESTIONS

Q. What is bioethanol?

A. Bioethanol is a more sustainable fuel source created by blending specific ratios of ethanol with petrol. Biofuels are considered renewable as they are produced from biomass, such as algae, sugar cane, dairy by-products, plant based oil or, in this case, the naturally occurring beer by-product, which can be produced year-after-year through sustainable practices.

Q. What is DB Export Brewtroleum made up of?

A. Brewtroleum is a high performance 98 octane fuel made with 10% sustainable bioethanol produced from beer brewing by-product. Brewtroleum emits up to 8% less carbon dioxide than other high performance fuels. Brewtroleum is a renewable biofuel that's more sustainable – so you can enjoy 98 octane fuel with more power and do your bit for the environment.

Q: Will this be available at all Gull service stations:

A. DB Export Brewtroleum will be available at all Gull service stations that currently range Gull Force 10

Q: How much will DB Export Brewtroleum be sold for?

A. DB Export Brewtroleum will be sold in line with the costs associated to Gull Force 10. However, to launch the great idea into market, Gull Kingsland will sell DB Export Brewtroleum in line with the costs associated to Regular 91 from July 6, 8.30am to July 12, 11.59pm.