

# Radio

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Client:	Product:	Date:	26-9-11
Title/Length:	<b>"BITTER" 30</b>	Key No:	Date Revised:

**MUSIC:** ELGAR: LAND OF HOPE AND GLORY.

**BRITISH MVO:**

How does it happen?  
You're changing the guard...  
... or reciting the Bard...  
... or fox hunting til you thought you'd burst.  
You've sure got a thirst.

A hard-earned thirst needs a nice warm beer.  
And the best warm beer... in our recently-acquired portfolio... is Vic.  
Victoria Bitter.

You can get it in Essex.  
You can get it in Slough.  
Matter of fact, we own it now.

**MUSIC SCRATCHES OFF ABRUPTLY.**

**AUSSIE VO:**

If you'd rather an Aussie-owned beer, try Broo.  
For a home-grown thirst.