



**E A R D R U M**

## SNOWY MOUNTAINS BREWERY

**30”**            **‘Crackeback’**

SCOTT:            Hello. Ah my neighbour Kev runs the Snowy Mountains Brewery.

He normally doesn't do this sort of advertising stuff because he reckons his beer Crackeback Pale Ale is so good it sells itself. And he's not wrong, we all love it round here.

But someone's talked him in to it and he said he'd give me a six pack if I said a few words.

So yeah, get some Crackeback in for Christmas coz it's a great summer beer and it's something different.

Check out [snowymountainsbrewery.com.au](http://snowymountainsbrewery.com.au) for places that sell it.

Look I'm just doing it for the beer.

**[EARDRUM PTY LIMITED ABN 84 003 303 268](#)**

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## **SNOWY MOUNTAINS BREWERY**

### **45” “MP BULLOCKS PILSNER”**

MUSIC: GUITAR

SCOTT: OK me again, I'm here today with another special guest. This is Ian

IAN: Hello.

SCOTT: Now you're our local MP right?

IAN: That's right.

SCOTT: And you offered to help us promote Bullocks Pilsner.

IAN: I reckon.

SCOTT: Now you're not expecting Kev, who owns the Snowy Mountains Brewery to vote for you are you?

IAN; No. I just like the taste of Bullocks and I think people deserve to hear about it.

SCOTT; And ....

IAN: And you're give me a six pack.

SCOTT: That's right.

IAN: If I mention that it's got Chech hops, speciality malts, no added preservatives or sugar.. how about flinging me another 6 pack?

SCOTT: I can see why your in politics.

IAN: I'm just doing it for the beer.

SCOTT: No, that's what I say, you're stealing lines. I get paid a beer per line  
Check it out at [snowymountainsbrewery.com.au](http://snowymountainsbrewery.com.au)

IAN: Will I get another 6 pack?

SCOTT: We're both just in it for the beer.



**E A R D R U M**

## SNOWY MOUNTAINS BREWERY

45” ‘Crackeback Band’

SFX: BAND - GUITARS TUNING. SNARE HIT

SCOTT: OK, well you may have guessed we have a band in here today. Now these guys are pretty famous. One? Two albums?

GUITARIST: Two.

SCOTT: Two, nice one. Now in return for a six pack each, you’ve finally offered to help my neighbour Kev, who runs Snowy Mountains Brewery, promote his award winning Crackeback Pale Ale.

GUITARIST: Yup.

SCOTT: OK, ready to earn your beer?

BAND: *“It aint rock ‘n roll unless it’s Crack ‘n back!”*

SCOTT: Nice one!

BAND: We couldn’t rhyme no added sugar or preservatives so sorry about that.

SCOTT: No worries, that’s never stopped you before. Hey, Get some Crackeback for your next party or BBQ

Check out [Snowymountainsbrewery.com.au](http://Snowymountainsbrewery.com.au). Cause we’re doing it for the beer.

BAND: Oh, what do you call that?

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