



Carnival Cruise Line and Lord Nelson Raise a Glass to ThirstyFrog's 200,000th Milestone

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Carnival Cruise Line has toasted the success of Australia's first custom-made cruise beer, ThirstyFrog Summer Ale.

Launched three years ago, the specially created Ale - developed in partnership with The Lord Nelson Brewery - has proved one of the most popular beers on Carnival Spirit and Carnival Legend. Since launch, guests have enjoyed over 200,000 schooners of the Aussie-brewed Ale at sea.

In celebration of the ongoing partnership and the 200,000 schooner milestone, Carnival's Lance Dye, Business Development Manager, invited the team from the Lord Nelson Brewery Hotel onboard Carnival Spirit to enjoy the Ale in the much-loved, fun-filled, RedFrog Pub.

"The Lord Nelson team were pleasantly surprised at how many taps were being used for ThirstyFrog Summer Ale and were pretty chuffed when told that Aussie and New Zealand guests have drunk 200,000 ales since we launched it just three years ago," Dye said.

Carnival Cruise Line's Vice President Beverage Operations, Eddie Allen, said the local success had seen similar Carnival initiatives in other parts of the world. "As a nation of beer lovers, it's no surprise that ThirstyFrog Summer Ale has been a huge hit on our Australian-based ships, Carnival Spirit and Carnival Legend."

Owner of the Lord Nelson Brewery Hotel Blair Hayden describes their partnership as a classic 'win-win' situation: "we thought that a cruise might be interested in having a signature beer on board and we approached Carnival. We now have a valuable partnership which is great for a local brand like ours. It gives us legs with Carnival Cruise Line's patrons and they get to understand and like what we are doing as an independent brewer. It creates employment and it's a big win for everyone. It is also great to know that an international company has partnered with, and supported a local supplier."



Carnival's Eddie Allen and Jennifer Vandekreeke with Lord Nelson Brewery Hotel owner, Blair Hayden.



Lance was pictured on board Carnival Spirit ship-testing the ale at the source in the RedFrog Pub with Lord Nelson

Brewery Hotel team members (left to right) Ciaran Gill, Kristian Savio and Andrew Robson.