



**MEDIA RELEASE**

**Monday 15th May 2023**

## **Avenue Hotel Canberra and BentSpoke Brewing Co. hit 'un-tapped' market with new beer tasting hotel experience**

[Avenue Hotel Canberra](#) has just brewed up a new partnership with [BentSpoke Brewing Co.](#) aimed to connect visitors to the nation's capital with local artisan beer and cider makers.

"A relatively 'un-tapped' market for visitors to Canberra is for those looking to combine a local brewery experience with accommodation. Just like the wine and spirits industries in Canberra, there's also a strong interest in local beers, however there's a noticeable gap in the market for an offering which includes an overnight stay," said Alison Jones, Marketing Manager for Capital Hotel Group, the parent company of Avenue Hotel.

"There's no doubt the past few years have thrown up some challenges for the accommodation sector, so Avenue has been seeking new and interesting ways to entice visitors to the capital.

"The hotel is just a few minutes' walk from the capital's best brewery, BentSpoke Brewing Co, and for some time our guests have expressed a real desire to connect with authentic local brands and makers, particularly in the food and beverage space. The partnership between Avenue and BentSpoke was logical, and one which offers beer lovers a unique high-quality beer experience and stay with us," Ms Jones continued.

BentSpoke's champion brewer and co-founder Richard Watkins explains why the brewpub wanted to co-create this beverage-based tourism offering.

“BentSpoke continues to make the most of Canberra’s passion for supporting local businesses. BentSpoke continues to bend the rules of beer brewing award-winning brews and ciders made right here in Canberra. And with over 50 different beers and ciders brewed annually from our brewpub in Braddon , we’re now firmly cemented in the Canberran and Australian beer scene – we love when we have visitors to Canberra enjoying a local brew at BentSpoke” said BentSpoke’s Brewer and co-founder, Richard Watkins.

“The brewpub experience will introduce our Avenue Hotel guests to the flavours of locally made beverages from Canberra’s award-winning brewery, and the local artisans who create them through an informative and fun tasting experience. After they enjoy their beer tasting from over 25 different draught beers and ciders, it’s just a two-minute walk back to the hotel for the night,” Ms Jones concluded.

The new BentSpoke Beer Tasting Package includes BentSpoke’s signature sample bar for two with four beers of choice chosen based on guests’ preferences, an overnight stay in a Superior King Room at Avenue Hotel, breakfast for two at the hotel’s famed restaurant, Marble & Grain, free parking and free Wi-Fi. The package is valid from now for stays Thursday – Sunday until 31 August 2023. This package must be booked at least seven days in advance.

For more information about Avenue’s BentSpoke Beer Tasting package and to book, visit [www.capitalregionfarmersmarket.com.au](http://www.capitalregionfarmersmarket.com.au)

## **MEDIA BACKGROUNDER**

### **Avenue Hotel and BentSpoke Beer Tasting Package**

Sample the incredible flavours of Canberra's award-winning brewery, BentSpoke Brewing Co, with this truly unique hotel package.

Guests can soak up the atmosphere of one of Canberra's best breweries, the BentSpoke Brewpub as they enjoy one of their signature Sample Bar's with 4x200ml beers that are expertly selected based on their preferences.

With up to 25 different draught beers, cider and two hand-pumped beers on offer on any given day, they'll discover their new favourite brew...or two.

When they're ready for home, they can take the short two-minute walk from the Canberra brewery back to Avenue Hotel for some deep rest in a Superior King Room before indulging in breakfast at the onsite restaurant, Marble & Grain, the following day.

Package includes:

- Signature BentSpoke Sample Bar for two at the Brewpub
- An overnight stay in a Superior King Room at Avenue Hotel
- Breakfast for two at Marble & Grain
- Free parking at Avenue Hotel
- Free Wi-Fi

Prices start from: \$267

Valid dates: Package is valid from now for stays Thursday – Sunday until 31 August 2023. This package must be booked at least seven days in advance.

For more information, visit <https://avenuehote.com.au/offer/2/bentspoke-beer-tasting-package>

### **About BentSpoke Brewing Co.**

BentSpoke is the brainchild of Champion Australian brewer Richard Watkins and Tracy Margrain. The pair travelled the world drawing inspiration for their ideal brewpub, so when they threw open the doors to BentSpoke nine years ago, they really knew what they were doing. With over 50 different beers and ciders brews, BentSpoke is now firmly cemented in the Australian beer scene. BentSpoke is located in the inner north Canberra suburb of Braddon.

For more information, visit [www.bentspokebrewing.com.au](http://www.bentspokebrewing.com.au)

**About Avenue Hotel**

Avenue offers Canberra accommodation with 213 exquisitely styled hotel rooms, spa suites, and one and two-bedroom apartments. Centrally located in Canberra, Avenue Hotel is within walking distance of the Braddon restaurants and shopping. Guests can shop to their heart's content at the Canberra Centre, and enjoy a night of culture at the Canberra Theatre. It's just a ten-minute drive or less to other major national attractions. Avenue Hotel is part of parent company, Capital Hotel Group.

For more information, visit [www.avenuehotel.com.au](http://www.avenuehotel.com.au)

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