



# TASTING NOTES

## STAGE 1 | M.I.A IPA

Get set for a rollercoaster ride of a stage to kick off the 2024 Le Tour de France! With 7 categorised climbs and 3600m of climbing, this is one of the race's toughest starts, so celebrate the start of the Tour with a beer that can hold up to the task – a punchy, hoppy and bold M.I.A IPA.

## STAGE 2 | BRIGHT PALE ALE

Oh how we do like to be by the seaside with a clean and refreshing Bright Pale Ale! It's like a cool dip in the Adriatic Sea after a hard day's ride. It has a bitterness that lingers pleasantly, a reminder of the race hard fought and the miles devoured. This bright and effervescent pale ale pairs perfectly with the delicate flavours of an Italian seafood pasta (a specialty of the Rimini region).

## STAGE 3 | ALPINE LAGER

Just like a breakaway group pushing the pace on the longest stage of the Tour de France, our Alpine Lager is built for endurance. This crisp, refreshing lager boasts a smooth profile and clean finish, perfect for when you need a drink that will go the distance.

## STAGE 4 | FROSTFIRE AUSTRALIAN STRONG ALE

Commemorate the infamous Col du Galibier climb with the Frostfire Australian Strong Ale. Just like the challenging gradient (23km at 5.1%), this bold and robust ale delivers a powerful flavour profile with a hint of chili to fire up the strength and determination required to conquer the climb.

## STAGE 5 | CUCUMBER & BASIL SOUR ALE

This refreshing sour ale, with its crisp cucumber character and subtle hint of basil, is the perfect companion to watch the drama unfold with the peloton's speedsters. With the picturesque vineyards of Savoy flanking the route, this beer offers a delightful experience as the riders battle for victory.

## STAGE 6 | HELLFIRE AMBER ALE

Just like a legendary Tour de France route winding from Macon to Dijon, Hellfire Amber Ale is a classic brew bursting with bold flavours. Dijon, famed for its fiery mustard, inspires this amber ale's kick, perfect for pairing with a hearty beef bourguignon.

## STAGE 7 | CHOCOPALOOZA CHOCOLATE CARAMEL EASTER STOUT

Tonight, the peloton charges forward in a tense time trial! When you need a powerful kick at the end of the race, Chocopalooza Chocolate Caramel Easter Stout is here to fuel your own personal victory. Brewed with real cocoa, this beer packs a punch of chocolaty energy.

## STAGE 8 | BRIGHT PALE ALE

Stage 8 is classified as flat, but don't be fooled by the deceptive terrain. Rough roads and a series of leg-burning small climbs, with gradients between 7% and 8%, await the peloton. This requires a beer that's as vibrant and energetic as the challenge they face- a Bright Pale Ale.

## STAGE 9 | ANY DAY XPA

Today's ride throws down the gauntlet with 14 rough gravel sectors and a lung-busting 2,000 meters of climbing. As the peloton grind it out on the rough roads, you deserve a refreshing midstrength XPA that won't leave you feeling as dusty as the riders at the end of the day.





## REST DAY | STAIRCASE PORTER

The Staircase Porter is a full-bodied beer and a tribute to London's Porters. It is the perfect companion to unwind after a grueling first week in the saddle. Its rich body is tinged with hints of caramel sweetness – a nod to the famous Tarte Tatin of the Lorie Valley.

## STAGE 10 | PUMPKIN SPICED LATTE BROWN ALE

With a flat stage 187.3 kilometre stage from Orléans to Saint-Amand-Montrond, this calls for a little pick-me-up to keep you going. The Pumpkin Spice Latte Brown Ale is packed with the warming spices of cinnamon, clove, and nutmeg, perfect for warming you up on a chilly Aussie winters' night.

## STAGE 12 | CUCUMBER & BASIL SOUR

Aurillac is famous for its cheese and charcuterie, so tonight's the night to enjoy a refreshing Cucumber & Basil Sour Ale and a cheese platter to keep your Couch Peloton energy levels high. The acidic pop of the Cucumber & Basil Sour will cut through any rich meats and creamy cheeses.

## STAGE 13 | CHOCOPALOOZA CHOCOLATE CARAMEL EASTER STOUT

It's a flat stage to Pau, the last hurrah for the sprinters before the peloton confronts the daunting Pyrenees. The pressure is on, and just like these powerhouse athletes, we need a beer to match the energy! So, grab a Chocopalooza Chocolate Caramel Stout and settle in for a thrilling finish.

## STAGE 14 | STUBBORN RYE IMPERIAL STOUT

Strap on your metaphorical helmet and get ready for a climb! It's the first stage in the Pyrenees, with a lung-busting 4,000 meters of elevation gain, and a stage of this magnitude calls for a Stubborn Imperial Rye Stout. This isn't a beer for casual spectators – it's for those seeking a rich, indulgent experience that mirrors the challenge of the mountain.

## REST DAY | ANY DAY XPA

If you followed the grueling stage last night, you're probably ready for a rest day too. Take it easy with an Any Day XPA. It's the perfect recovery beverage that's easy on the ABV and the legs, but delivers full-on flavour.



## STAGE 15 | ALPINE LAGER

In the heat of the peloton, after nearly 200km of racing and 4800m of elevation gain, thirsty riders crave refreshment. Channel your inner champion with a crisp, clean Alpine Lager. Just like the mountains themselves, this thirst-quenching beer will help you conquer any course.

## STAGE 16 | FROSTFIRE AUSTRALIAN STRONG ALE

Buckle up for a wild ride with Frostfire Australian Strong Ale, a bold and powerful beer with a hint of chili that's sure to ignite your palate and get you revved for the flat stage to Nîmes.

## STAGE 17 | POW HAZY PALE ALE

As the peloton makes its way towards the Alps, channel their spirit with a frosty POW Hazy Pale Ale. Just like those daring cyclists, this beer isn't afraid to challenge expectations.





## STAGE 18 | HELLFIRE AMBER ALE

The Hellfire Amber Ale is the beer to prepare you for a full-bodied beer experience, the perfect companion for a long day in the saddle (or on the couch!). Will this be a daring attack that leads to glory, or a valiant effort that fades as the peloton chases down? Take a sip and find out!

## STAGE 19 | AFFOGATO STOUT

Today's stage is a true test of endurance, with two HC climbs and a Category 1 mountain top finish. To conquer these beasts, you'll need a powerful fuel source – and the Affogato Stout is a double shot of deliciousness, combining the invigorating kick of coffee with the smooth comfort of chocolate.

## STAGE 20 | M.I.A IPA

This M.I.A IPA is a real breakaway contender, offering a challenging yet rewarding ride for your palate. Forget leisurely cruising on flat terrain in this stage from Nice to Col De La Couillole – get ready to tackle a course packed with bold hoppy climbs and refreshingly zesty descents.

## STAGE 21 | STAIRCASE PORTER

Staircase Porter is a beer worthy of the iconic final stage. It's bold, complex, and utterly satisfying, just like conquering the Champs-Élysées... or the Promenade des Anglais (Nice), in this year's unique finale. Forget the champagne, raise a glass of Staircase Porter and toast the extraordinary athletes who battled it out on the 2024 Tour de France.



**GRAB YOUR BRIGHT  
BREWERY BEER AND TAG  
YOUR COUCH PELOTON  
CREW @BRIGHTBREWERY  
WITH YOUR PICS!**

**#TOURDEFROTH**

