



Rotary Club of Bendigo South Inc presents



**Glenn Cooper,
Executive Chairman,
Coopers Brewery
Australia's largest Brewer!**



Join us to hear Glenn Cooper, Executive Chairman, Coopers Brewery in South Australia. Mr. Cooper is a fifth generation Cooper having joined the company in 1990. He has overseen the launch of numerous products to the Coopers beer range, including: Coopers Mild Ale, Coopers Dark Ale, Coopers Extra Strong Vintage Ale, Coopers Lager and most recently Coopers Clear.

Glenn will speak on business strategies used by the Company to counter a take-over by Lion Nathan in 2002, strategies to market new products, and the importance of branding, competing successfully against larger competitors. With the recent take over of Fosters Pty Ltd by British brewer SABMILLER, will make Coopers the largest Australian brewer and Glenn will offer some comment on the possible market opportunities for Coopers Brewery.

This is a great opportunity for business people to engage with a successful business leader and learn about business strategies used by Coopers Brewery. All funds raised to aid Bendigo Midnight Basketball and Rotary Foundation.



DATE: Wednesday, 2 November, 2011
VENUE: Quality Resort All Seasons Bendigo
TIME: 6.00pm for 6.30pm
DRESS: Lounge Suit, smart casual
COST: \$55 pp includes 2 course meal, coffee and tea
Table arrangements— 8 persons per table

For enquiries contact:

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PO Box 346,
Bendigo,
Vic 3552

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Please send me _____ tickets @\$55 ph OR I/We wish to book _____ tables at the
Glenn Cooper Dinner @ \$440 per table.

Send to: .Name.....
Address.....
.....

Payment details

Direct credit
Bendigo Bank BSB 633108 Account No 103497236

Credit Card Visa Mastercard

Card number ---/---/---/--- Expiry date ---/---

Name on card

Signature

Cheque
Payable to Rotary Club of Bendigo South,
PO Box 346
Bendigo 3552