

Australia's James Squire introduces first low-carb beer

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Australian brewer James Squire introduces Stride, a pale ale with only 3.6gm of carbs per bottle.

James Squire Stride is a Pale Ale made from 100 per cent grain ingredients. It is known for its refreshing and clean taste, with low-carb content. The beer is crafted using Australian Pale and Munich Malts, along with a touch of wheat. The beer's aroma is characterised by notes of tangerine and tropical stone fruit, while the Mosaic and Galaxy hops provide hints of passionfruit and citrus.

Albertus Lombard, Brand Director at Premium at Lion Australia, said entering the low-carb beer space was an exciting opportunity for James Squire.

“Our brewers have carefully crafted Stride to deliver a low-carb pale ale that has all the flavour of a pale ale you’d expect from James Squire,” he said.

“We know that there are limited low-carb beer options on the market in Australia, and with James Squire’s innovation credentials, it was a no-brainer for us to launch into this space.

“James Squire Stride gives beer drinkers the option to drink a low-carb beer that packs a punch in flavour that craft beers are known for, without compromising on quality and taste.

“James Squire Beers aren’t your run-of-the-mill beers. They’re flavourful, balanced, a step above others, and perfect for any occasion.”

James Squire has added a new beer to its portfolio, the Stride, which includes other popular options such as 150 Lashes, Broken Shackles, Ginger Beer and Zero. With an ABV of 4.2 per cent, the Stride will come in 330ml bottles and can be found in major liquor stores across Australia and James Squire brewhouses. The price of a case starts at \$54.99 and a six-pack at \$20.99.