

Boag's unveils \$2.4Mn brewhouse in Northern Tasmania

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The \$2.4 million Boag's Brewhouse has officially opened its doors in Launceston, welcoming its first visitors and marking a significant investment in northern Tasmania's tourism and hospitality sector.

Already the second most visited tourist attraction in Launceston after Cataract Gorge, the revamped Boag's visitor experience is expected to attract up to 29,000 additional visitors each year, delivering flow-on benefits for local hospitality, accommodation and tourism businesses.

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The new Boag's Brewhouse was officially launched by Minister for Tourism, Hospitality and Events Jane Howlett, who said the investment supports jobs and economic growth in the region.

"Our Government is investing in the tourism and hospitality sector in the North, which supports one in six Tasmanian jobs," Minister Howlett said.

"For almost 145 years, James Boag beer has been the preferred brew of many Tasmanians. As the second most visited attraction in Launceston, this investment strengthens Tasmanian jobs, the economy and the broader tourism industry."

The upgraded venue features a large-scale mural by Tasmanian artist Jamin, celebrating Launceston's historic pubs and their stories, and creating stronger links between the brewery and the city's wider dining and entertainment precinct.

Other highlights include a new brewhouse hall, an enhanced tasting area, a redesigned beer garden, and a relocated Boag's Museum showcasing the brewery's 143-year history. The refreshed space incorporates sustainable Tasmanian timber finishes and displays around 1,000 limited-edition beer cans, bottles and memorabilia.

Architect Tara Broun of Cumulus Studio, who led the project, said the design blends Boag's heritage with Launceston's architectural identity.

"Rich dark Tasmanian timber reflects Boag's history, while locally sourced, carbon-neutral bricks reference Launceston's built environment," Broun said. "Every design element reinforces that visitors are entering the historic home of Boag's in Launceston."

To mark the opening, Boag's has released a limited-edition Cornwall Summer Knight Lager, following the successful re-release of Cornwall Brewery 1951 Stout. The new brew will be available at Boag's Brewhouse, Beer Fest, Taste of Summer and selected venues across Launceston.

Boag's Brewery Director Michael Stylianou said the opening represents a new chapter for the iconic Tasmanian brand.

"Today marks an exciting new chapter for Boag's as we open a next-generation Brewhouse that celebrates our rich heritage while embracing where the brand is today," Stylianou said.

"We are extremely grateful for the Tasmanian Government's support, which helps secure Boag's Brewhouse as a premier tourism destination in northern Tasmania, delivering benefits for the entire community."

Boag's continues to offer free brewery tours for Tasmanian residents with a valid Tasmanian driver's licence, an initiative that has already welcomed more than 1,700 locals.