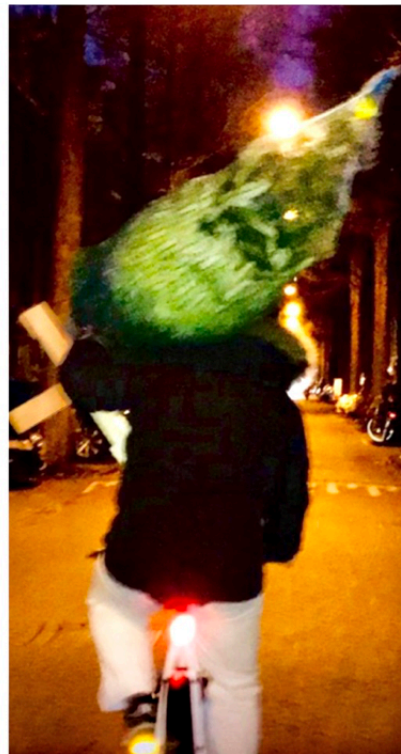


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How's your State Of Play today? A sunny weekend - has been great for the soul. The lawns will get a makeover later today and yep you guessed it, beer time. Today we tackle the big question - who is on that bike?



A question I get asked a lot - Is that you on the bike?

I went through heaps of designs when considering how State Of Play would appear on a can of beer.

The truth was in my photo library. Going back to the story of assessing my own State Of Play back in 2020, the lifestyle change and the joy that unravelled.

My photo library revealed quite a different story after July 2020. No late night boozing, more early morning bike rides. No easy eat takeaways, more baskets of market treats. And heaps of family time cruising the streets of Amsterdam with the kids on our bikes. This was living. It was grown up playtime.

We would bike everywhere. To go pick up the Xmas tree, to get our groceries, even Mosman the cat had an outing!

To be clear, up until this point cycling as a 145kg sloth didn't feature. There was a bit of relearning required. Soon enough it went from a necessary evil of getting from one place to another, to the highlight of the day.

So is it me on the logo, well yes - perhaps a few decades younger, a bit fitter, maybe slightly taller.... It is more the feeling of what being on a bike was like, at pace, hurtling down the

street with legs akimbo, toes up on the verge of too fast too much fun! And on a good ol traditional bike, nothing too fancy.

Those big boots are kicking down the barriers to enjoying a good beer, regardless of the alcohol content. And it's carrying tasty brews to give a good choice.

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There is soooo much to talk about zeros!

Gary and Andrew are showcasing the huge development of zero beer choice in New Zealand. All in 30 minute blocks on their podcast the Zero Zero half hour on 89Free FM.

The recently reviewed Nectarone Pale Ale and gave it the big thumbs up. The following episode took Sunbreaker Ale for a test drive and they were totally blown away - its great to hear them sample the the beers live and hear their instant reaction.

With choice will come change, and listening to Gary and Andrew talk about zero beer in NZ we are on the right side of the rebellion.
[Click on the photo to go through to the Spotify link](#)

[Click to shop - build a mixed case](#)

It's Official - the Subscription feature is a HIT! Thanks to all the new subscriptions that

were started from last Sunday

A very easy and convenient way to get your State of Play, and save money!

Go to Stateofplaybeer.com and go to your preferred beer selection or mixnmatch and with the choice of one time purchase or subscribe, select subscribe.

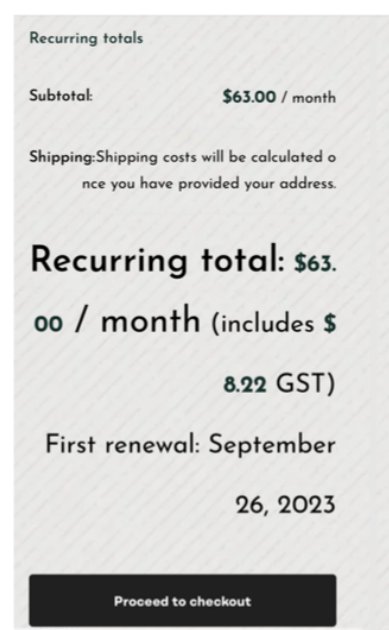
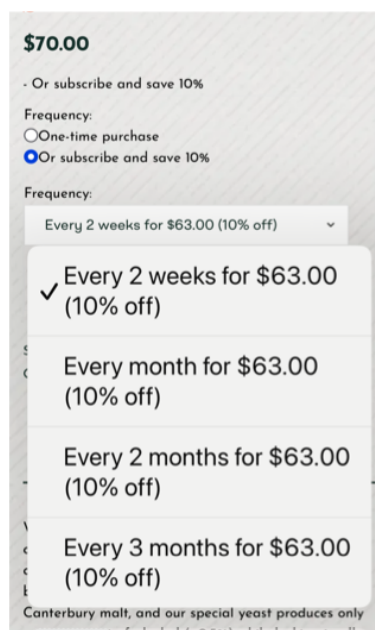
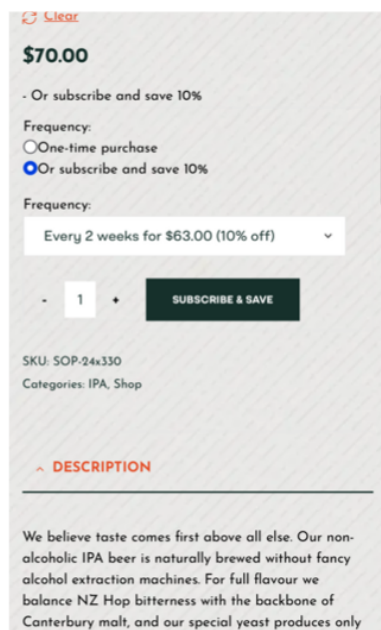
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You will receive a reminder of your purchases so you are aware, change or cancel. Plus orders over \$100 are freight free (two cases costs the same to send as one case so we all win).

Subscribers with a full case will get their beer at \$15.75 a 6-pack delivered to the door.

Give it a crack and please let me know if there are any gremlins in the new subscription process by email or call 0800651539.



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Why reviews matter. If you have a minute it would be great to hear from you

Im learning a lot about why reviews matter. First, they are a quick scorecard of the brand and if it is worth finding out more. Second when you get more than 50 reviews then google elevates your brand as a trusted source and the visibility of State of Play will show higher up the feed and as a source to answer frequently asked questions. So they really matter for the on-line profile.

Here is the link to the review tab for [Nectaron Pale Ale](#)

Here is the link to review [Sunbreaker Ale](#)

Here is the link to the review tab for [IPA](#)

There is also an APP called [untappd](#). Its the most used APP for beerlovers to give their score on the beers they try at home or in a bar. Currently State Of Play has great reviews and a few really strong haters who just aren't into the zero scene. Nectaron is the highest rated zero and the first posts for Sunbreaker are 4.5/5! Amazing. So if you have the app would be great to get your review.



TOGETHER WE ARE BREWING A REBELLION!

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