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BEER TOWERS DRAW BIG BUSINESS IN BRISBANE



Beer towers are becoming all the rage at West End bar Lock n Load. Cuba Krzyzanowski with a beer tower.

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REPORTER

BEER towers are the latest trend hitting pubs around Brisbane and one local business is jumping on board to 'pour' the way. Not content with traditional beer glasses, West End's Lock'n'Load Bistro has introduced a plus size drink option to get beer buffs talking.

"We introduced the towers 18 months ago as a convenient way to serve beer and cider during functions," marketing manager Cuba Krzyzanowski said. "But after a few weeks of using them we noticed a growing interest from our customers. After getting heaps of requests we decided to add them as an item off the ordinary drinks menu and its proven to be a success."

"There's been constant demand for them." Beer towers are a popular night-life draw in bars and clubs around Malaysia and the Philippines but have been making the transition into Queensland over the past year. People love it. It saves them waiting time at the bar and they can play the part of professional bartender for their friends, adding something playful to the usual beer consumption," Mr Krzyzanowski said.

Mr Krzyzanowski said Sunday afternoons are the most popular time for beer towers when the iconic bar street front is dotted with towers. "Sunday is the best day for selling them," he said. "Locals love to come down and grab their spot and have a laid back afternoon listening to the live bands over a tower."

