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BEER TOWERS NOW AVAILABLE ETIHAD STADIUM

PETER ROLFE, Herald Sun
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Forget a pot or a pint, footy fans can now order a whopping two litre tower of beer in one go at the AFL owned Etihad Stadium.

‘Beer Towers’ holding about five standard drinks are the latest fan-friendly initiative to be rolled out to enhance the spectator experience

Fans cannot take the ‘beer tubes’ to their seats but can watch the footy while pouring their own beers from the polycarbonate cylinders packed with a chill stick to keep the amber fluid icy cold.

It is part of a new food & beverage push at Etihad Stadium with a food truck park and craft beer bar ‘The Garden Gate’ set up on match days and open to the public for lunch & dinner on Friday’s.

Stadium CEO Michael Green said the food trucks and beer garden gave fans the kind of “premium street food offering Melbourne prides itself on.”

“Etihad Stadium is embracing the fact that dining trend of shared plates and experiences are gaining in popularity and the ‘Beer Towers’ are the perfect edition to the Stadium” he said. “It’s great to see groups of friends getting together and enjoying the Beer Towers.”

The Beer Tower, designed by a Melbourne company Aussie Beer Tubes, cost between \$30 for Carlton Draught and \$48 for a Goose Island IPA beer tube.

Cider, Ginger Beer and Craft brews are also served in the ‘Towers’ insulated by polycarbonate fibre and packed with ‘chill sticks’ to keep the brews cold for up to four hours.



Amanda Pozzobon pours her own glass of beer from the beer tower. Picture: David Caird