



For more information please contact:

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Hidden deTours*
*Tours with personality

MEDIA RELEASE - For Immediate Release

NEW ‘Behind the Scenes’ Beer Tour Showcasing Local Breweries South of Perth

Presented by **Hidden deTours – Bus and Walking Tours**

Craft beer lovers rejoice, as boutique tour company Hidden deTours team up with local breweries South of Perth to deliver a VIP craft beer bus tour like never before!

Guests will experience “*the South-West feeling, closer to home*” - Rhydian, King Road Brewing Co

Connecting beer drinkers to breweries this brewery tour officially launches on Sunday 22 September and continues once a month thereafter. Over 5.5 hours locals and visitors will be delivered straight to the door of three hand-picked breweries located in the Peel, Rockingham and Cockburn area. From urban warehouses, family farms, and lakeside locations each brewery is creating hand crafted artisan beer eager to be savoured and enjoyed.

With ‘behind the scenes’ brewery tours, guided beer tastings with beer experts, insights into the brewing process, a great variety of local beer to taste and lots of delicious food, this tour highlights the craft behind WA’s rich independent brewery industry.

Monique Boucher from Hidden deTours is happy to be the designated driver taking the mystery out of locating these hidden breweries and solving the age-old problem – who’s going to drive?

This tour showcases FOUND.Lab in Byford, King Road Brewing Co in Oldbury and The Brewship in Yangebup. The lineup will rotate over time to showcase the rich array of local breweries in the area.

“*We will get the opportunity to showcase the brewery experience that the people of Byford have been loving for the past year with the rest of Perth.*” – Courtney, FOUND.Lab

“*We think small enterprises serving from tucked-away venues can fill a niche in the market, providing delicious craft beer in inclusive, local spaces.*” – Luke, Trish and Chris, The Brewship

Hidden deTours have been proudly supporting and promoting local WA producers and delivering groundbreaking experiences for 11 years. This brand-new immersive guided experience is exclusively for up to 12 guests to enjoy a relaxed Sunday session discovering breweries beyond Perth with VIP opportunities throughout, without the need to self-drive.

VIP Media Launch Tour Testimonials:

“*The behind-the-scenes opportunities, the discussion with industry experts and the VIP treatment as a tour guest is worth its weight in gold*” - Daniel, Daniel Loves Beer Instagram 2024

“*We all got the inside scoop on how the magic happens behind the scenes, with (many) beer tastings that didn’t disappoint.*” Shaun, A Can in the Hand Instagram 2024

"@hiddendetours has really hit the nail on the head, and helped fill a gap which allows people to experience these breweries (not the easiest to get to), with ease and comfort." - Miro, Oz Beer Bloke Instagram 2024

Key information

Dates: Sun 22 Sept, Sun 20 Oct, Sun 24 Nov, Sun 15 Dec 2024 and new dates in 2025 to be released soon.

Time: 10.30am

Duration: 5.5 hours

Tickets: \$150pp - Limited tickets available – only 12 per tour

Meeting location: Kwinana Train Station carpark, Kwinana

For more info and to book tickets: <https://www.hiddendetours.com.au/rockingham-brewery-tours> - this tour will continue to run once a month on a Sunday

Private and Corporate Bespoke Group Tours – are available on request with exclusive itineraries created for each group

More about Hidden deTours

Hidden deTours are the merrymakers and adventure curators. Their expertly crafted small bus tours and walking tours showcase the hidden and the different sides to Perth, Fremantle, Swan Valley, Bickley Valley and Rockingham.

Drawing inspiration from a lifetime in performing arts their award-winning tourism experiences ooze personality and creative flair. Hidden deTours is for the curious-minded seeker of immersive experiences that tantalise the taste buds, stimulate the mind and provide magical moments that wow.

The Rockingham Peel Brewery Tour is the first of a suite of walking tours and bus tours Hidden deTours will be launching in Rockingham and Peel this year. The [Rockingham Peel Wine, Beer and Spirits Tour](#) is available now for private and corporate small groups with a bespoke itinerary visiting breweries, wineries, distilleries or bars.

Founder, Monique Boucher, is a Rockingham resident for the past 3.5 years and is thrilled to showcase the natural beauty, rich culture, craft producers, hidden history and awesome hospitality that makes this region shine. She has a background in the performing arts industry for over 30 years and tourism for 11 years, and is passionate about crafting creative, impactful and entertaining experiences.

Images and Video

Requests are welcome for alternative images if required for your story.

1. Tour Shots – [Download here](#)
 2. Hidden deTours logo – [Download here](#)
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Interviews Available

Monique Boucher or brewery staff are available to meet live on air or via phone for interviews.

TV / Live broadcast opportunities

Audience members enjoying beers and food or doing a brewery tour with a brewer can be arranged for video opportunities.

Ask Monique Boucher

- Where did the tour idea come from?
- Why showcase breweries in Rockingham and Peel?
- What do you love most about providing this new tour?

Ask any one of our breweries about...

- Why they are involved in this new brewery tour
- What they love about being a local community brewery
- Their story about how they started a brewery and why

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