







Outrageous prices for replica All Blacks jerseys have seen sportswear giant, Adidas, publically scolded by the Prime Minister, ex-All Backs, retailers, and most significantly, the fans.

What if Tuatara Breweries had the solution?

Cheekily, we created a cheaper version of the All Black jersey in the New Zealand Herald. Available to the masses and affordable at \$2 (price of the NZ Herald) – we're ensuring NZ will back black while still having the cash to drink good beer too. Simply cut and fold.