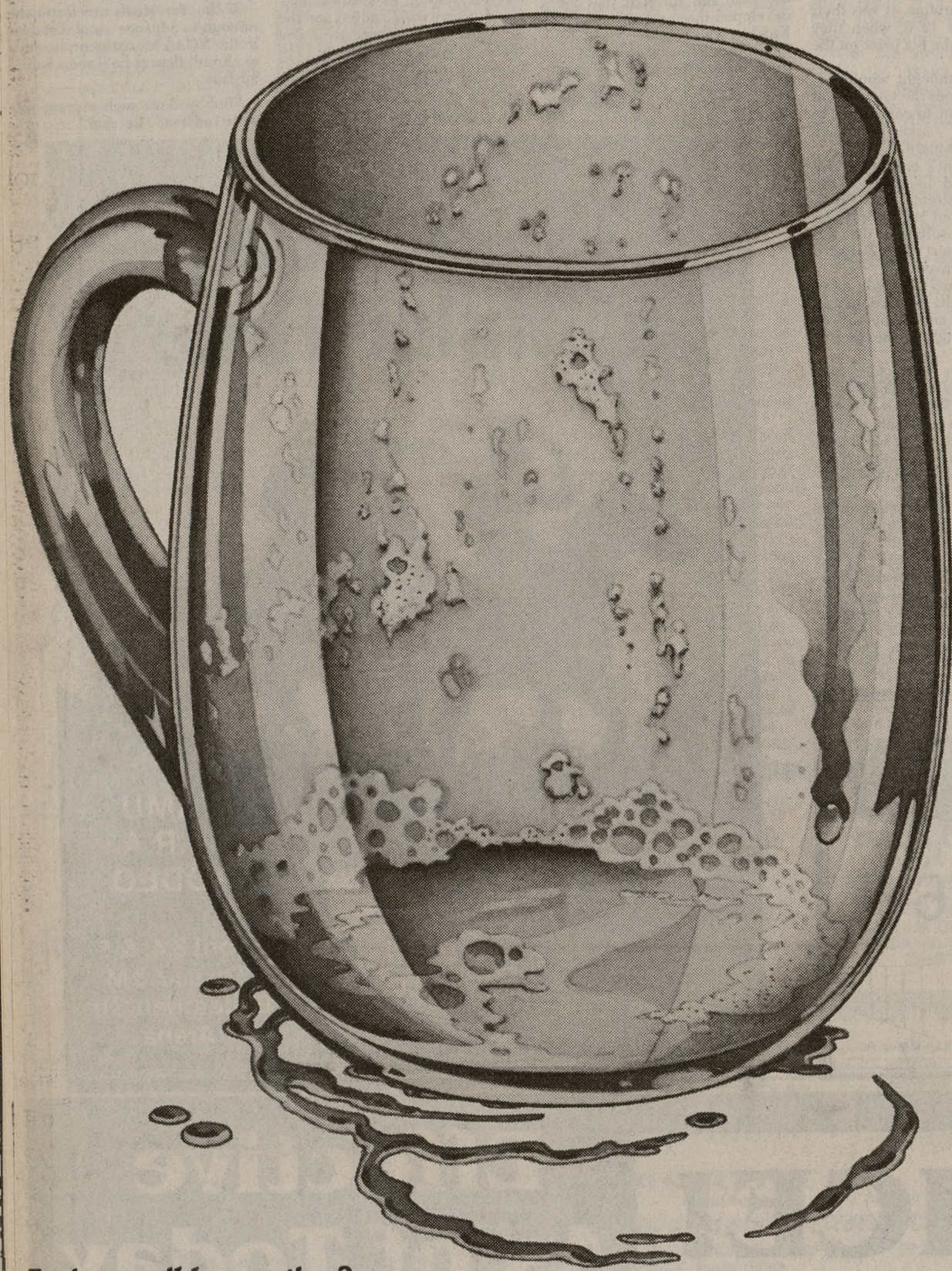


Which beer tasted better?



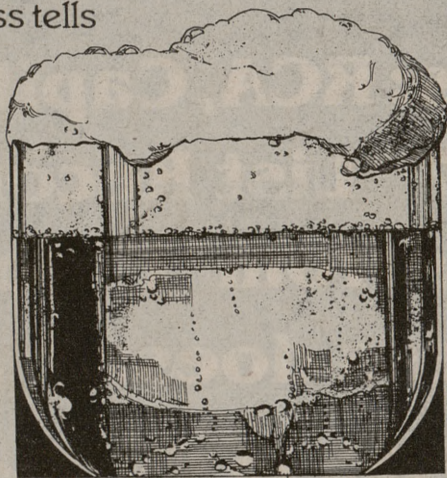
An impossible question?

No. The answer is, the beer on the right tasted better. The suds are the tipoff. The head lacing the glass on the right has what brewers call "cling." Its tendency to cling to the glass tells you that the brewer didn't skimp on the hops. And that it tasted better.

Ever taste a beer with no "hop" to it?

Hops give a beer its zing. Too little hops leaves a beer lifeless. Too much hops makes a beer bite.

But choose a beer with the right proportion of hops to barley malt, and your beer will be lively and refreshing. Yet, still go down nice and smooth.



Does your beer have "cling?"

To check for "cling," you need a glass that's "beer clean." (Never used for milk or soft drinks, never washed in soap.*)

Pour your beer down the center of the glass to form a 3/4 inch head. See if it leaves rings of foam as you drink. But don't stop at the "cling" test. Make this a full-fledged taste test.

*Note: "Beer-clean" glasses should be washed with detergent. Rinse several times in very hot water. Air dry only—never use a towel.

Can you recognize your beer by the taste?

Probably just 1 beer drinker in 3 can pick his beer out of a group of three. You try. Pour your brand and two other leading beers—a Schlitz, Bud or a Miller—into identical glasses. Have a friend switch them around. As you drink each beer, not only check it for its "cling," but rate its taste characteristics from 1 to 10 on the flavor scale. Now comes the real test. Tell your friend which beer is yours.

Did your choice surprise you?

Something like 2 out of 3 beer drinkers don't pick their brand. And that surprises them. A lot of them pick Schlitz instead.

That doesn't surprise us. Two years ago a master brewer, Fred Sellinger, came to Schlitz. Today he is the Chief Executive Officer and today's Schlitz is the smoothest beer he's ever brewed. Taste against yours. The results may surprise you.

The best beer is # _____

	Refreshing	Faintly sweet	Full bodied	Smooth	Mellow	Mild	Full flavor
10							
9							
8							
7							
6							
5							
4							
3							
2							
1							
	Flat	Too bitter	Watery	Biting	Too strong	Overly carbonated	Blank

Place beers' numbers on each scale from 1 to 10.

Beer #1 is _____

Beer #2 is _____

Beer #3 is _____



Today's Schlitz. Go for it!