

Battalion Classifieds

Features

Imported beer sales rising in U.S. market

That's a stiff jolt for a six-pack-to-go, stiffer yet by the bottle.

Flaps Rickenbackers, a downtown Washington bar, charges \$2.50 for imports like Canadian Moosehead, and there's no low-price happy hour.

But a Flaps bartender said recently that sales of Moosehead went from zero to 21 cases a week in only a couple of months and were still climbing.

For Paul Lohmeyer, president of All Brands Importers, that was good news about the hottest import in his stable of beers from Canada, Britain, Australia, Mexico and Czechoslovakia.

"There are more than 230 imported brands of beer," Lohmeyer said. "Only about 10 of them, maybe 20, are likely to be good long-term sellers and around for a long time."

Heineken, imported by Van Munching of New York, has long been the top selling import and is largely responsible for the Netherlands holding nearly 40 percent of the U.S. import market. Canadian beers, however, appear to be closing on the Dutch.

By the end of the year, Moosehead will likely be among the five top imports. Other imports like France's Kronenbourg hope to ride intensive advertising campaigns to substantial shares of the American market.

"In the early 1970s consumption of foreign beers was about 1 million barrels a year," said Emmanuel Goldman, who follows the brewing industry for Sanford C. Bernstein, a New York brokerage house. "Now it's somewhere in the neighborhood of 4.7 million barrels."

But don't start saving Budweiser cans. Goldman notes that imported beers hold "less than 3 percent of the market, 2.5 to 3 percent. You look several years out and you might see 3.2 to 3.3 percent."

"I don't think you're going to get the growth you used to have," he said. "You might get 10 percent growth a year and that's on the outside so the percentage of total consumption isn't going to rise dramatically again."

U.S. beer production will soon hit 200 million barrels a year. Anheuser-Busch is the world's largest brewer and last year became the first to make more than 50 million barrels, more than 80 percent of it Budweiser.

While per capita consumption of beer is higher in a dozen other countries, the United States is by far the biggest beer market in the world, which leaves plenty of room for imports, whether sold on the basis of taste or status.

American brewers began to

make beers lighter in flavor to appeal to the broadest possible markets, leaving a small but significant market gap for the imports with their generally heavier taste. But status is at least as important as taste.

Vinny Scotto, who tends bar at the Manhattan bar Billy's, says sales are split nearly even between Heineken and Budweiser.

"Always before it was almost Bud and Miller," Scotto said. "You go to a neighborhood mill, forget foreign beer. It's all that way in neighborhood places where they serve bottled beer. But any place that serves that they'll go for imported like Heineken and Beck's, they'll buy Heineken."

Not even St. Louis, home of Anheuser-Busch, is immune to imports.

Jack Carl sells 17 imports at delicatessen, Two Cents Plain. He says 20 percent of his customers order nothing but foreign beer. \$1.50 to \$2.25 a bottle. A current favorite is Guinness, now that the Irish brewer has come up with a device that puts a creamy head on its bottled stout much like that of its draft.

Steve Morris of St. Louis' Free Page Tavern and Deli credits younger drinkers with most of the import business.

Joe Bergin of Harry Hamilton Pub in San Francisco sells Budweiser in Britain, Beck's from Germany, Harp from Ireland and Moosehead.

"Heineken's is probably the best seller of the bunch, but Beck's is creeping up on it the last few years, and of course we have a lot of Irish customers who go for Harp," Bergin said. "To tell you the truth my favorite is an Australian one, Cooper's Ale."

Canada had 15 percent of the U.S. import market in 1970. Now Canada has more than a third and apparently is still gaining.

And Lohmeyer predicts Canadian beers, his and others, offer the biggest sales growth for imports in the future. The reasons cited are simple enough.

Canadian beers taste different but not strange to a U.S. palate. Shipping is quick, easy and relatively cheap. The image is good. Lohmeyer also says many brands of imported beer are being sold in more places.

Moosehead is sold in every state except Utah. Molson's, starting the Northeast a decade ago, followed a different strategy. It moved south and west, adding two or three states each year, and now is sold in about 30 states. Labatt has concentrated on the North east.

HELP WANTED

Marketing/Stocker, all day Saturday, all day Sunday, 20 hour weekend job. Good pay. Great company. Business Communications Services, 846-5794. 17fn

HELP WANTED

Accurate typist, 40 wpm, full-time, M-F, 8-5. Call 846-7753. 191fn
Student to clean nursery school daily, 4-6 p.m., call 846-5571. 183fn

HELP WANTED

Janitorial job 2-3 hours per evening after 5:30 p.m. For more details call 823-8626. 20fn
Repair helper for T.V. and stereo shop. Part-time and full-time. Must have some electronic experience 779-1413. 175fn
Male delivery needed. Afternoon til 5 p.m. and Saturday from 9 a.m. to 12 p.m. Call for appointment 822-2704. 13fn

SERVICES

Call Cathy for all your typing or word processing needs. 696-9550. 131fn
Typing. Wake up service, 823-7723. 6fn
Typing!! Reports, dissertations, etc. ON THE DOUBLE. 331 University. 846-3755. 178fn
WORD PROCESSING — dissertations, proposals, papers, resumes, etc. — fast, accurate, reasonable. 846-6200. 52fn
Overeaters Anonymous, 779-2736. 4A173
GAYLINE 846-8022. 518
Typing on word processing equipment. Experienced. We understand form and style. Automated Clerical Services, 693-1070. 10K35

'81 AGGIELAND COMING SOON...

We are now hiring part time workers to help with distribution. Call: 845-2611. 20fn

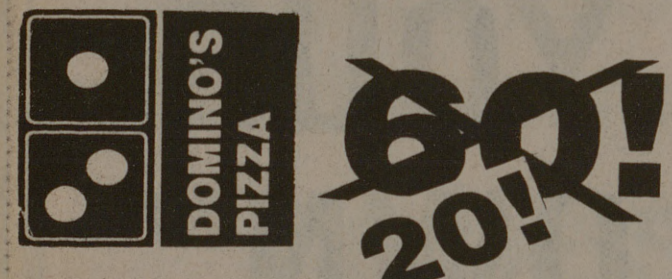
3C BARBECUE #3 CULPEPPER PLAZA

We need people with energy and personality. Cooks, Dishwashers, Serving Line Workers Full or Part Time Apply between 10-11 and 2-4 15fn

SWENSEN'S

Interviewing now for WAITPERSONS, FOUNTAINERS, CASHIERS, COOKS, DISHWASHERS, AND ICE CREAM MAKER. Pick up an application at Culpepper Plaza College Station. 7fn

Earn \$290 a month just by working two nights (5 pm-2 am) a week, (more hours available) at Der Wienerschnitzel. Apply in Person 501 S. Texas Ave. Bryan between 9:30am-11am weekdays. 163fn



DOMINO'S NEEDS SIXTY DRIVERS
Twenty

OUR DRIVERS GROSS AN AVERAGE OF \$6-8.00/HR.

- + \$3⁷⁰/HR. TO START
- + 6% COMMISSION
- + TIPS

CHOOSE YOUR OWN DAYS AND HOURS

APPLY IN PERSON AFTER 5:00 P.M.

AT:

1504 Holloman College Station (across from Sevilla)

4407 Texas Bryan (next to Luby's)



8fn

PART-TIME HELP WANTED.

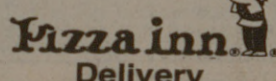
Grapevine personality. 696-3411. E.O.E. 183fn

Electric Cowboy Now hiring WAITRESS AND HOSTESS.

Full and part-time. Apply in person. 8fn



Part-time counter & delivery help, \$3.50 and up. We provide car. Apply in person 107 S. College, College Station. 17fn



Part and full time help needed. Positions open now and for fall. Apply in person at Pizza Inn, College Station. 188fn

Zacharias Greenhouse 1201 Highway 30 Briarwood apts. in C.S. is taking applications for bartenders and cocktail waitresses. For interview or appt. 693-9781 or 779-6403. 191fn

THE GREENERY

is hiring trainees for their landscape maintenance teams. Full or part time. (Full morning or afternoon availability required.) STARTING AT \$4.00 PER HOUR. Apply at 4304 Texas Ave. (Next to Luby's Cafeteria.) 9fn

DELIVERY PERSONS NEEDED

12 full-time — 8 part-time must have own car. \$3.75 per hour plus 6% commission. Apply in person. CHANCELO'S PIZZA 301 Patricia St. (next door to U-tote-M and Eastgate.) 1013

DANVER'S RESTAURANT

has opening on day or night shift. Full or part-time. Starting at \$3.75/hour. Apply in person. 201 Dominik, C.S. 3fn

FULL OR PART TIME

*Day shift
*Night shift (til 10pm.)
*Weekends
*Flexible hours to fit your schedule
*Rapid advancement
*Cashier experience helpful
Starting Salary \$3.65/hour
Apply in person only. 9:30-11:30am. (if possible)
WHATABURGER
Bryan College Station 1101 Texas 105 Dominik 190fn

SCHLOTZSKY'S

Now taking applications for full-time day, full-time bakery, weekends only and part-time weekend & evening positions. Apply in person only. 100 S. Texas Ave. 186fn

Part time/full time

Work with other students team cleaning homes Starting salary

\$3.65

Travel allowance Very Flexible hours.

Domestic Services 693-1954 205

SERVICES

Typing experienced fast, accurate, all kinds 822-0544. 155fn

Outlines available now for History 105 Psychology 107, 696-2583. 183

Service For All Chrysler Corp Cars Body Work — Painting **HALSELL MOTOR COMPANY INC.** Dodge Sales and Service Since 1922 1411 Texas Ave. 823-8111 1fn

Typing. All kinds. Let us type your proposals, dissertations, reports, essays on our WORD PROCESSOR. Fast service. Reasonable rates. Business Communication Services 4013 Texas Ave. S. 846-5794. 165fn

Collegiate Entrepreneurs!! 25 ideas for creating your own student business. Send \$2.75 to Campus Cash, P.O. Box 985, Lawrence, KS 66044-0132. 195

FOR SALE

CB175 Honda street bike. Exceptional condition 2800 miles \$550.00, 823-4895. 205

FOR SALE 1981 CX-500 custom Honda, like new 2700 miles, call 775-6165. 205

WEDDING SET. Exquisite 1/4 kt. pear shaped-diamond ring 14 kt. gold. \$1450.00 negotiable 260-1870. 205

Wards 9 inch black & white AC/DC T.V., \$75.00, Kevin 779-7201. 185

Electric guitar. Ovation Stratocaster copy. \$95. 693-8373. 155

1981 Honda CM 400C 2600 miles. Extras. Warranted. \$2100, 696-9687. 185

For sale 1980 Yamaha QT150 Yamahopper, good condition, \$350, call Preston Grice at 260-1973. 165

Attention Scuba divers brand new Vivatar 110 instamatic camera with built-in flash and new under water camera case, \$135.00, call Kevin 779-7201. 185

260Z late '74, excellent condition, \$4,000 pampered miles, automatic, air, 696-6834. 185

Sofa with hideaway double bed, call 693-8658. 201

Sansui G-6000-65 watt receiver. BIC-T2 cassette unit. 693-2630, Lee from 10 p.m.-12 p.m. 205

FOR RENT

Apartment for rent. 1 bedroom, shuttle bus, 696-9535. 195

New 2 bedroom apartment \$350/mo. Near campus and shuttle. 43D. 696-1848. 192

LOST

LOST: Diamond-ruby ring. Sentimental value, substantial reward. 693-5722, call anytime. 195

Lost Yellow Lab female, nine weeks, Holleman & Welsh, 696-2636. 165

WANTED

Will pay cash for good clean used cars. Ellis Auto Sales 3806 S. College, Bryan, 846-5306. 195

CASH FOR OLD GOLD
Class rings, wedding rings, worn out gold jewelry, coins, etc.
The Diamond room
Town & Country Shopping Center
3731 E. 29th St., Bryan
846-4708 1fn

SPECIAL NOTICE



Attention December Graduates of Texas A&M University If Football Comes, Can December Graduation be Far Away? Sooner Than You Think! Order Your Graduation Announcements Now! Begin Ordering September 1, 1981 Last Day to Order ... September 30, 1981 4:00 P.M. Student Finance Center Room 217 MSC 190124

AUTO INSURANCE FOR AGGIES:

Call: George Webb Farmers Insurance Group 3400 S. College 823-8051

ALLEN Oldsmobile Cadillac Honda

SALES - SERVICE

"Where satisfaction is standard equipment" 2401 Texas Ave. 779-3516

WANTED

NEED CASH? Buying old baseball cards ship insured with invoice in year & no. order to: Duck's Cards Dept. of Paul's Coin & Stamp, 5065 Main St., Trumbull, CT 06611 WE SELL TOO!! Send S.A.S.E. 165

PETS

FREE four month old Calico kitten to a good home, call 775-3428. 202

PERSONALS

HOGGIE, I LOVE YOU, BUFFY 201

ROOMMATE WANTED

Roommate needed. 2 bedroom unfurnished apt. Own room \$115 + electricity, 696-3051. 205

Convenient location 2 bedroom 2 bath furnished apartment \$108 + electricity. Southwest Village 696-9536. 165

Third roommate needed for a 2 bedroom furnished apartment \$100.00. Male. Call 696-3905. 185

SPECIAL NOTICE

Twin City Golf Driving Range

Sunday 1-8 Monday thru Saturday 12-9

696-1220

East Bypass & Hwy. 30 Service Rd. going South 1/4 mile. 1021

Aggieland reminder GET SHOT!

All freshmen — today thru Sept. 30
Sophomores A-M — Oct. 1 — Oct. 9
Sophomores N-Z — Oct. 12 — Oct. 23

