

features

Different beers impress different people

By Tom Moore

There are those, on coming to college, who erroneously assume that the only reasons to drink beer are to relax in social situations and to drown out the painful sorrows of life. Well, such a view overlooks one of the main reasons that brewsky is consumed so massively on campus. Beer drinking among students is an impressive activity.

Folks can be impressed by the kind of beer you drink. Being seen with the correct brand of hops, barley and whatever else goes into the stuff can raise your personal worth in the eyes of others. Of course, different brews will impress different groups. So in choosing brands to consume you should consider which groups you want to be associated with.

For those who come to college wishing to pledge some Greek organization or to hang out with the wealthy crowd (i.e. attract a wealthy member of the opposite sex who'll squander funds on you), drinking imported beers is a must. Heinken, Foster's Lager, Moosehead, St. Pauli Girl, Becks and Molson's are just some of the many beers from outside the good ol' USA the frequent sipping of which will persuade the rich folks that you are in their privileged class. There's one catch though. To be able to afford foreign brews you almost have to have a vast supply of pecunia. Poor folks really can't muster up the cash for those foreign six-packs or even single bottles. So there's almost no moving upward socially by drinking foreign brews.

But don't fret. There are some relatively inexpensive domestic brews that impress the elite, Coors and Olympia being the first to come to mind. But those babies often cost almost as much as the imported stuff.

About the best American beer to be seen drinking to impress the snobby class is Rolling Rock. Forget Michelob and Lowenbrau, rich folks will think more of you if you're seen with the Rock in hand. And being seen with the Rock will weed out your becoming affiliated with the lesser classes on campus. The non-elite simply haven't heard of the Rock.

Of course you can impress the uninitiated too with the Rock. At a party or some other social situation drink Rolling Rock and ask folks if they know it's the best beer around. Tell them Robert De Niro said this in *The Deer Hunter* (in which De Niro and his buddies drank copious quantities of the Rock). It's a great conversation starter and a good way to get into fights with hostile drunks who think their cheap swill is the best beer around.

Budweiser, Miller and Pabst Blue Ribbon are acceptable among the upper classes also. But they aren't going to earn you any status points. Everyone drinks these brews.

It's rather wise to stay away from all light

beers. Light beers are only for the fatties among us. And if you are worried about getting fat then you might as well forget about setting out to impress folks with your taste in brews.

Too many calories will build up from your consumption and make you a cranky person. And then all the effort you put into drinking the right stuff will be wasted since folks won't wish to be around you because of your foul temperament. And besides this, light beers generally taste like pygmy sweat.

If you wish to hang out with the fun-loving good ol' boys and girls (i.e. rednecks) then Schlitz, Budweiser or Miller will do. Even Michelob or Lowenbrau will turn those rednecks on to you; especially if the rednecks think they're members of some privileged class and not just stupid, ignorant hayseeds. Pabst Blue Ribbon is widely considered the beer of rednecks everywhere, but this view is outdated. Few rednecks wish to be known as such, and so rednecks long ago stopped drinking PBR because of its redneck stigma.

Then there are those low posterity beers that will attract you to a crowd of serious beer drinkers, a carefree bunch who drink for the fun of it and do outrageous things while under the influence. These are often the most interesting folks you'll meet in college.

These people don't really give much thought to status so the cheap brews like Iron City Light, Blatz, Black Label, Red, White and Blue, and generic beer will impress them because they know that you don't drink them for the taste or high class reputation, but only because you can get drunk really cheaply.

Such a crowd also consumes on occasion various malt liquors. But you if you are seen drinking malt liquors too frequently then you may find yourself pursued by such unacceptables as bikers and other nefarious thugs (malt liquors are the favorite brew of outcasts).

So the beer you choose is the collegiate group you choose. Of course if you really want to impress folks in college you drink only mixed drinks. But that's another story.

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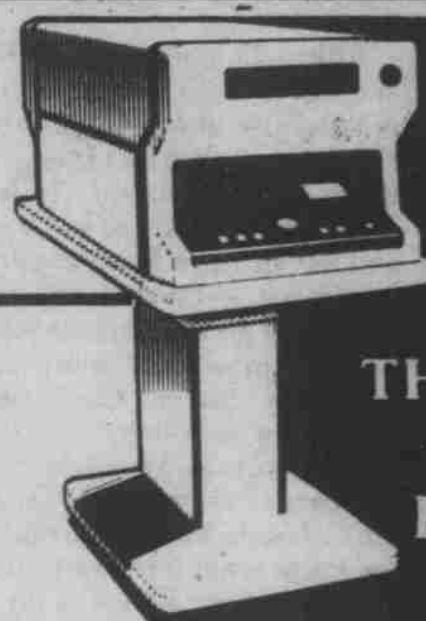
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