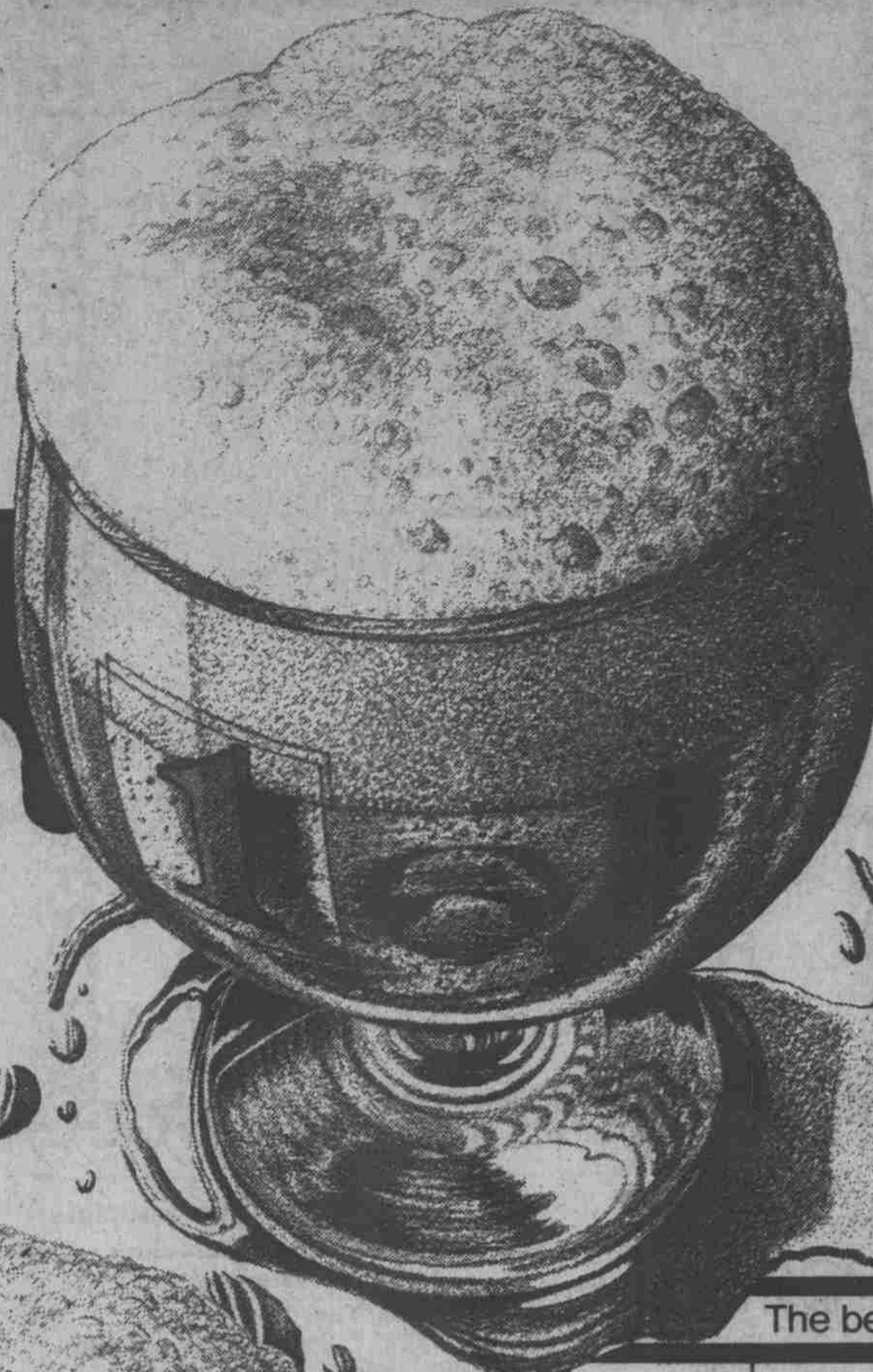


Very few beer drinkers can pass this test. Can you?

If you can taste which beer is which, you know beer every which way.



Three major premium beers have three different tastes. But if you can taste that Bud is Bud, Miller is Miller, and Schlitz is Schlitz—blindfolded—you are probably in the top 10% of expert beer tasters. Like to test your taste? Then, on with your blindfold.



The Master Brewer decides.

The Master Brewer determines how a beer will taste. Brewers are constantly adjusting, experimenting, improving their beers. For example, Schlitz. Three years ago a Master Brewer came over to head up Schlitz. For 40 years Frank Sellinger had brewed some of the best beers in America. And he came to Schlitz to make his best beer ever.



The best beer is # _____

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

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

Beer #1 is _____
 Beer #2 is _____
 Beer #3 is _____

The perfect beer is the beer that tastes perfect—to you.

Have a friend pour all three beers into identical glasses and label them 1, 2 and 3. Now you taste and identify each beer. Whether you guess all three brands right, or all three wrong, you'll know which tastes best to you. Don't be surprised if it's not your brand. To get a better picture of each beer's taste, rate its flavor characteristics from 1 to 10 on the scale at the right.

What makes beers taste different?

Hops are a major factor. Too much hops can make a beer bitter. Too little leaves it bland. Barley malt is important, too. It gives a beer "body" and adds a mellowness. The balance of the two is what makes a beer taste smooth.

The last word is yours.

To Frank's taste, today's Schlitz is the smoothest beer you can buy. But taste for yourself. Your decision is what counts.



Today's Schlitz.
Go for it!