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Before the National Collegiate Brew Review came to Chapel Hill, Schlitz was not the number one beer on campus. By certain estimates, Schlitz was not the number two or even number three beer on campus. Still, knowing what we knew about the taste of Schlitz, we were curious about what would happen in a "head-to-head" comparison of Schlitz with Michelob – an excellent, higher-priced beer.

Plenty happened. We witnessed shock, satisfaction, surprise, and general merriment. A number of surprised students picked Schlitz, and lots who picked Michelob picked up on the also-fine taste of Schlitz. Here are a few of the more interesting local comments. (But remember – you'll appreciate the taste of Schlitz more by drinking it than by reading about it....)

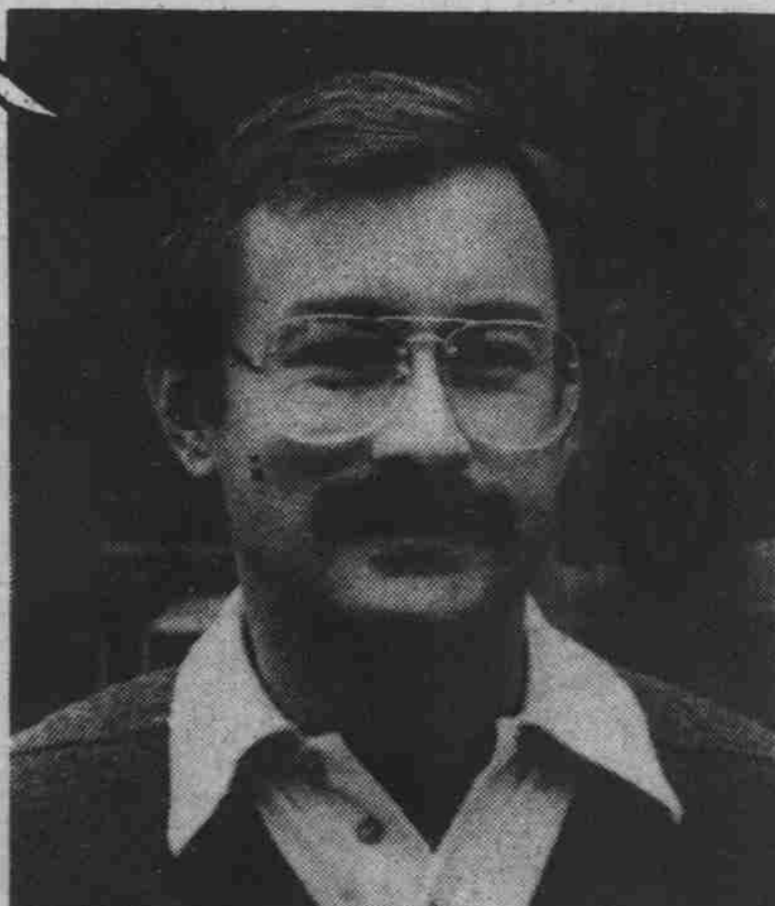
I heard that Schlitz was a lot better now, so I came to find out for myself.

Scott Hamrick picked Schlitz



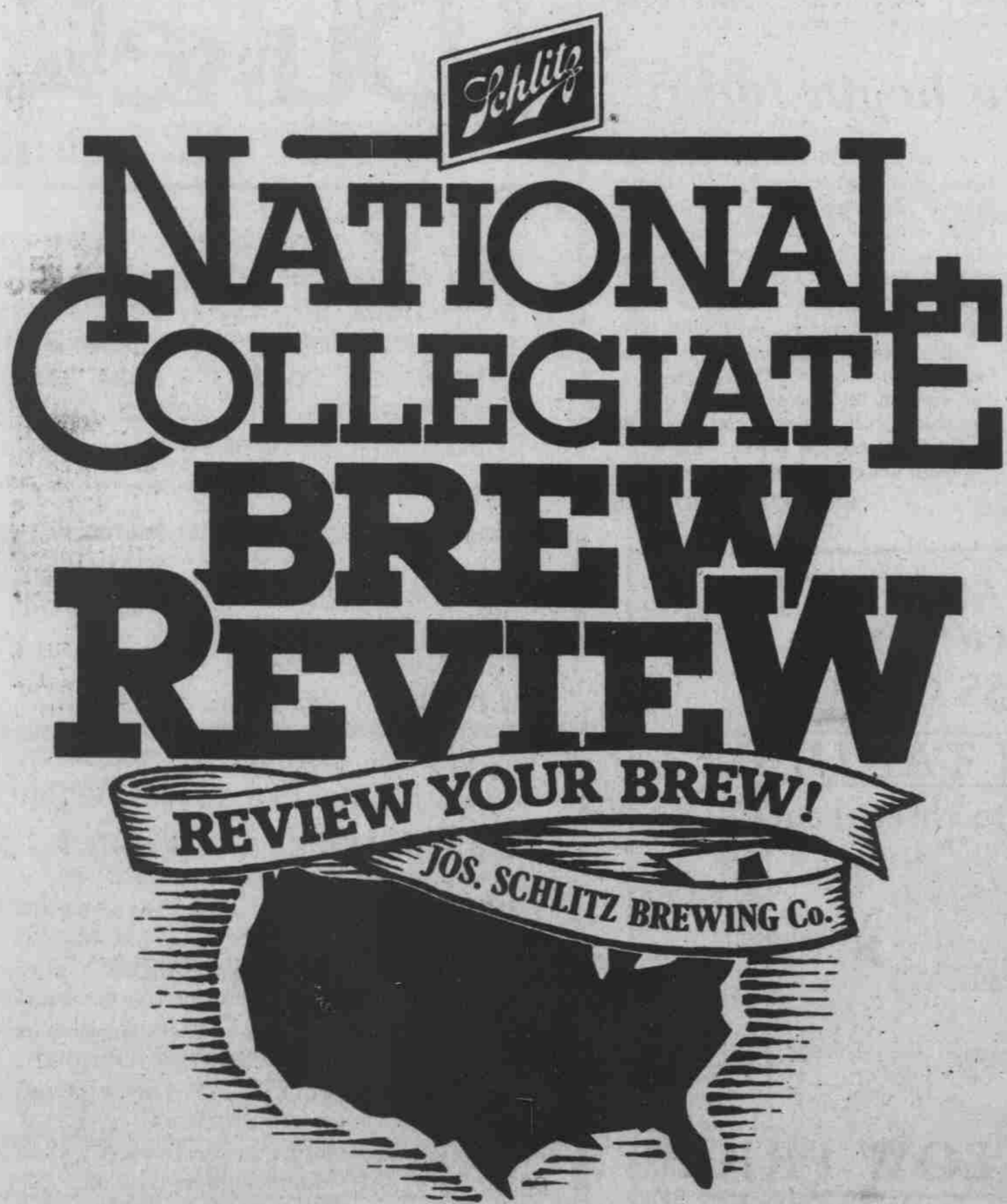
Well, actually I liked both of them. There was just a tad difference... Well, I'll tell you – my last big exam was the North Carolina dental examination.

Randy Kixmiller picked Michelob



I thought Schlitz had a fuller taste to it, more body than Michelob.

Gray Jolly picked Schlitz



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Behind every Schlitz is a