

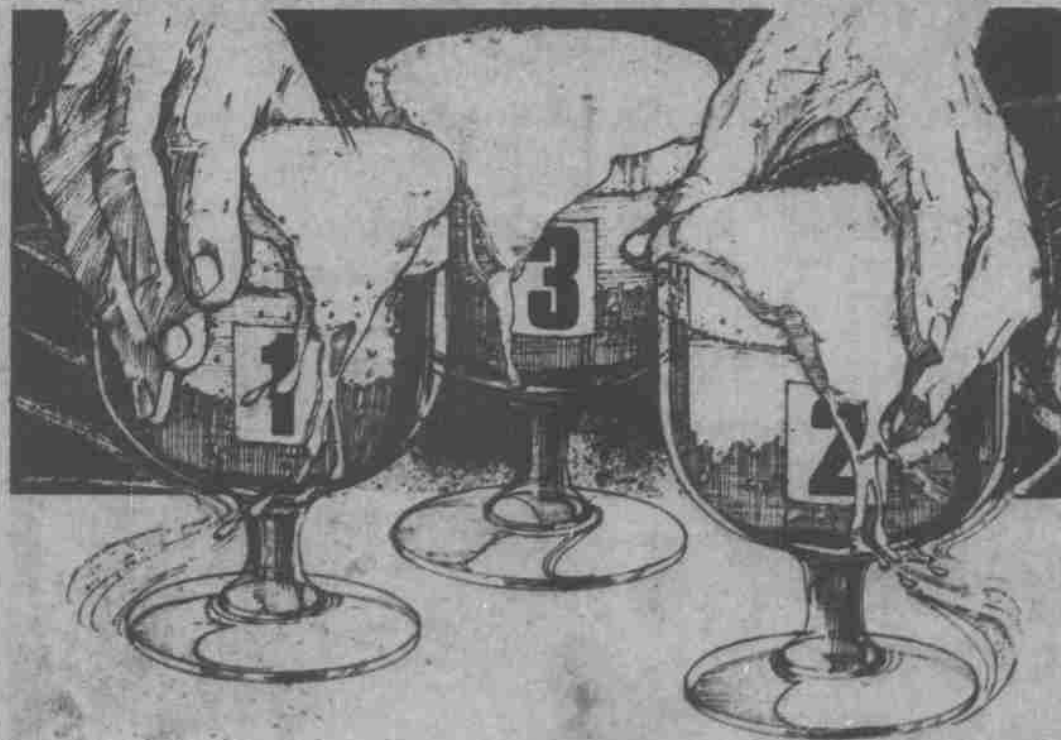
If you think you could pick your beer with your eyes closed, here's your chance.

Probably just one beer drinker in 3 can pass this test.



All three major premium beers are distinctly different in taste. After all, they're made by different brewers using different ingredients and different brewing processes. Still, it takes a pretty educated tongue to tell them apart.

You may not win, but you can't lose.



This test requires a blindfold. That's so your eyes won't influence your mouth. Because taste is all that counts—in this test, and in a beer. Here's how the test works. You pour Schlitz, Bud and Miller into identical glasses. Have a friend label them 1, 2 and 3 and switch them around. Now, taste. The one you pick may not be your beer, but it's the beer with the taste you want. See? You can't lose.

What is that taste you're tasting?

Maybe beer tastes so good because you're really tasting each sip more than once. First, the lively, refreshing character of beer comes from the aroma and flavor of the hops. Next, as you swallow, you sense the richness—the body—that barley malt adds. Finally, the finish. Now the balance of tastes becomes clear. No one taste should intrude on your total beer enjoyment.

How do Schlitz, Budweiser and Miller compare on taste?

That's for you to decide. Simply rate each beer from 1 to 10 on the flavor characteristics below. When you're finished, try to guess the brands by name. Very, very few people can do this.

Does the taste of a beer ever change?

Yes. All beers have changed over the years. One example is Schlitz. Two years ago a master brewer named Frank Sellinger came to Schlitz. He came to be president. And to brew a Schlitz that was smoother than any other beer. Taste that beer for yourself. Because taste is what it's all about.

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 _____ brand

Beer #2 is _____ brand

Beer #3 is _____ brand



Today's Schlitz. Go for it!

(Cut along dotted line and place over eyes.)