

Your Online Microbrew Store and Beer Gift Shop

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"Drinking beer promotes freedom of speech!"

BEER
on the wall

Presents...

July Is American Beer Month!

In case you haven't heard, the beer Gods have determined that the month of July is **American Beer Month!**

First started in the year 2000, this annual celebration is quickly becoming a very big deal to beer enthusiasts throughout the country!

If you love beer and appreciate all that it stands for, you will drink **ONLY** American made beer for the entire month of July. Even if this means sucking down swill like Bud or Coors... at least they are American made beers and you will be doing your part to support our great beer drinking country (of course we do not recommend drinking swill in any case).

By the way, Miller Brewing Company is owned by a foreign-owned brewing conglomerate, so we here at Beer on the Wall no longer consider it an American beer.

Don't misunderstand us, we love good imported beer as much as the next guy, but we are aware that there are plenty of great American beers out there as well - many of them styled after those great imports we're so fond of!



With this in mind, we have circulated a new employee directive that would mandate the immediate firing of any employee caught



drinking an import this month! Harsh? We don't think so.

Our forefathers sacrificed uncounted hours, weeks, years slaving over steaming brew kettles for the sole purpose of bringing great, new beers to you and all the American people. Please don't let their blood, sweat and tears be lost in vain. Drink right! Drink American in July!

To encourage our beer drinking brothers and sisters, BEER On The Wall is making

this special offer - good only in July, while our supplies last!

We have chosen a few of our favorite, 100% American brewed beers and have put them on sale for almost 40% OFF!

For the complete list of beers on sale this July, go to the "**Beer Shop**" on our website and shop away to your hearts content and save, save, save...

If you know someone who deserves a nice gift, or simply want to spoil yourself with some great, hard to find microbrews... What are you waiting for?

**ORDER NOW!!!
DON'T DRINK FRENCH BEER**

Rated #1 Beer Gift Shop!

Need a great beer for American Beer Month?

We have nothing but American Beers available online at::

www.BeerOnTheWall.com
or call toll free 1-888-840-2337

Quote of the Month

Beer is proof that God loves us and wants us to be happy. -- Benjamin Franklin

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Vol. 6 Issue 7

Warning - Consumption of alcohol is the leading cause of inexplicable rug burns on the forehead...

Bunch of the Month Club®

This Month's Featured Brews

H e l l e s L a g e r Sudwerk Brewing Company

The Sudwerk Hubsch Brewing Company produces only Lagers which is almost unheard of for an American microbrewery but very common in Europe and other parts of the globe.

Previously operated from two separate facilities, Sudwerk consolidated and now has one main facility located in Davis, CA.

The brewery has a great brewpub and restaurant. During the hot summer months there is no better place than Sudwerk's Beer Garden. A beautifully landscaped patio offers plenty of sun, large shaded tables for groups and quiet corners to enjoy your beer, the breeze and good company, or your favorite book if desired.

Their Davis location resembles a small German beer hall, with copper kettles as the center piece of the bar, open fermenting vessels, antique brewing equipment and large booths that fit up to 10 people. If you are ever in the area, it is well worth a quick side trip to enjoy the atmosphere, a wonderful menu, and a great selection of finely crafted beers!

Having been around for almost 15 years now, their philosophy on brewing appears to work well - Make great Bavarian style beers just like those in Germany and don't do any skimping along the way. Sudwerk brews all their beers in traditional

S u d w e r k P i l s n e r Sudwerk Brewing Company

German style using only Hops, Barley, Water and Yeast as specified in the German Purity Laws, and brewing must be done wearing lederhosen & a funny hat.

This is a fine example of an American microbrewery offering wonderful beers styled after their European counterparts.

During our last visit to the brewery, we had the opportunity to sample all of their freshly brewed marvels, including one of our favorites, their seasonally brewed Mai Bock, which, by the way, is absolutely fabulous this year!

Sudwerk Mai Bock is one of their seasonally brewed beers that they release at the beginning of summer each year. They brew it once and when it is gone, it is gone until next year. Each year it seems slightly different, and this year it is fantastic!

It starts off with a mild, slightly herbal caramel and malty aroma. It has a nice golden orange color with a thin white head.

On the palate, its medium bodied, malty flavor is accented with a honey sweetness that is kept in check with a nice hop bitterness.

This is a very good beer that won the Silver Medal at the 2004 World Beer Cup competition. It goes great with many foods and summer barbecues.

S u d w e r k M a i B o c k Sudwerk Brewing Company

Helles Lager, is a golden lager beer, reminiscent of Bavaria's most popular style, Munchner (Moon-shner) Helles.

Crafted with three specialty malts and only the highest quality Bavarian hops, this rich and complex beer is artfully balanced with a subtle bitterness and will grab the attention of any beer lovers' sense of smell.

Light in color, crisp, artfully balanced with a subtle bitterness, yet smooth all the way down, this brew was awarded the Gold Medal in the 1994 Great American Beer Festival and will surely be enjoyed by everyone.

This beer is a perfect compliment for a family barbecue or just about any dinner menu.

Sudwerk's Pilsner is a very good example of what a true German pilsner tastes like. It is hauntingly similar to one of my favorite German beers 'Bischoff Pils.'

Light in color, but rich in character, Sudwerk's Pilsner is brewed with pale two-row malt, Hallertau and Tettnang hops of the highest caliber. Its color is a pale straw and it has an elegant bitterness and a fragrant hop aroma.

Having won several Gold Medals; California's State Fair 1997 & 1998, and the Great American Beer Festival in 1995, this brew pairs nicely with many seafood and pasta dishes.



*6 **COOL BREW** **

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BeerOnTheWall ~ Changing the way America buys Beer!

Looking For A Unique Gift?

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- Send a Gift Membership to our Bunch of the Month Club and be remembered each month as they enjoy their fresh California microbrews.
- Choose one of the Beer Gift Baskets we put together for just about any occasion, in our online Gift Shop.
- Send one of our sampler 'Bunch of Brews' for a unique one-time gift.
- Build your own custom 6-pk or 12-pk.

Protect your investment - Keep ALL beer refrigerated ALWAYS!