

# BEER

*on the wall*

"Drinking Beer Promotes Freedom of Speech"

Vol. 8 Issue 7

## Celebrate American Style!

July is American Beer Month

### CORRECTION!

Due to the numerous calls from concerned microbrew fans that Beer on the Wall is selling out to the mass drinkers of "fuzzy yellow Beer", we decided to address the big issue of BRAND NAME BEERS in our gift baskets.

We are all part of the beer drinking family and although we highly, highly recommend microbrews, we didn't want to leave anyone out. Sure, we would like to recruit a few more microbrew fans, but we won't hold it against anyone for buying a Coors or Bud gift.

In conclusion we would like to add that we highly recommend the microbrews.

### Big Fat 6 Pack Now on Sale!

A huge six pack containing 6 different California microbrews in big, bomber 22 oz. bottles!

The brews in this sampler are hard to find, and some of the finest beers we carry.

Made up of a well balanced mixture of light, medium and dark beers, no two will be the same!



Beer first arrived in America with Christopher Columbus. The lack of beer was a major concern in the new land, as



the pilgrims landed at Plymouth Rock because that is where they ran out of beer! Imagine their surprise, and relief when they saw the natives making a brew "of maize, resembling English beer."

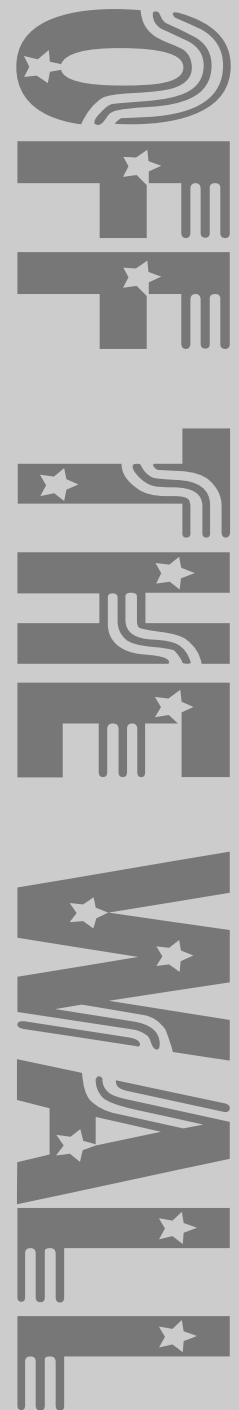
Beer continued to grow in popularity until 1920 when Prohibition took effect. Many breweries went out of business or switched to the production of soda pop. Of course, not everyone stopped drinking, but gangster-controlled

operations were not known for high quality products.

Late in 1933, Congress passed the 21st Amendment to the Constitution, which repealed the unpopular law. Beer quickly regained its popularity, however, the new breeds of American beer that came after World War II were generally mass-produced and very bland. The dominance of the so-called "macrobrew" led to an international stereotype of "American beer" as poor in quality and flavor.

At the same time as American brewing landscape was shrinking in taste and size, a grassroots home-brewing culture emerged. The home-brewing hobby began to thrive because the ONLY way a person in the United States could experience the beer traditions and styles of other countries was to make the beer themselves. These home-brewing roots gave birth to what we now call the "Craft Brewing" industry.

Since July is American Beer Month, be sure to enjoy only American beers. If in doubt, Beer on the Wall is here to help you out with some fantastic American craft brews.



Visit [www.BeerOnTheWall.com](http://www.BeerOnTheWall.com) for your patriotic American Beer!

# BEER OF THE MONTH CLUB

*this month's featured beers*

## Personalized Beer

- ◇ Say whatever you want (almost) on each six pack! Yes pirate talk is allowed, encouraged and very funny.
- ◇ We have a wide selection of label templates you can add your own words and photos to creating a label of your very own.
- ◇ Perfect as gifts, for weddings, birthdays, holidays or for that "hard to shop for" person who has it all.



- Two Tractor Ale
- Red Tail Ale
- Scurvy Dog Grog

### Two Tractor Ale

Farmhouse Brewing Company

Here we have a true American Pale Ale that combines the tradition of old world brewing with new world flavors as depicted by the classic and modern tractors on the label. This provocative brew combines floral hops with American malts for a bold, new ale. Medium-dark amber in color with a small, lacy head. It has a nice earthy aroma, with light hops and a slightly bitter finish.

### Red Tail Ale

Mendocino Brewing Company

This is the flagship brand of the Mendocino Brewing Company. Red Tail Ale is an amber ale brewed in a traditional Old World Manner using premium two-row malted barley, hops, their own special proprietary yeast strain and pure water. Red Tail Ale's recipe calls for generous amounts of Pale and Caramel malt balanced by whole Cascade and Cluster hops, this makes it the substantial, full-bodied amber ale that has over the years become THE LEGEND.

### Scurvy Dog Grog (IPA)

Pirated by the Buccaneers at Beer on the Wall

We be featurin' a great, grand seasonal brew pirated by Beer on the Wall just fer ye. This beer nay ne'er be for the lily-livered landlubbers out there.

It took more then mere doubloons to be bringin' this booty to ye. We be lootin' this 'ere treasure from a squadron of scallywags, and nearly lost the whole load of grog to the briny deep.

Ye'll be finding the India Pale Ale be not be e'eryone's taste, but we be fans of hoppy, intense beers and greatly enjoy a well crafted IPA. Aye, the color be a pale gold, and the beer has a very mighty, powerful hoppy scent with o'ertones of fruit with a lively mouthfeel. The mighty, strong hops are bound to be keeping' the scurvy away! Ye lasses and lads best be swillin' the spirits or we be makin' you walk the plank.



For more information visit  
[www.BeerOnTheWall.com](http://www.BeerOnTheWall.com)

Arrr! Here be ye monthly coupon! I hope ye be enjoyin' it!



## Club Member Special Savings

This coupon is valid for

# 10% off

Any beer from the online beer shop at

[www.BeerOnTheWall.com](http://www.BeerOnTheWall.com)

Use coupon code: *Club Members Only*

**Valid thru 8/31/08**



### Questions or Comments?

We want to hear from you! This Newsletter is for your entertainment. Is there something you would like to see in it? Something you don't want to see anymore?

Email us at [GiftShops@GiftSpecialistsInc.com](mailto:GiftShops@GiftSpecialistsInc.com) and put Newsletter Feedback in the subject line.