

# BEER *on the wall*

"Drinking Beer Promotes Freedom of Speech"

## Beer and Football

The two greatest American pastimes come together each game day for a great match up. Beer and Football go hand in hand, it is hard to imagine an afternoon of football watching without beer, but have you ever thought about how similar the two are?



No doubt you have a favorite team you route for all of the time. Likewise with beer, you have that one special brew that is YOUR beer. Just like the sports team, you feel a special kinship with those who drink YOUR beer. You always route for your beer and it makes you feel like you are part of a special group.

Both get you all riled up. The better the game, the better the beer tastes, and visa versa.

When the sport takes a break, what do you see on the commercials... beer!

If the game isn't going your way, have a beer and you will feel much better. If you have a bad beer, well, that should never happen. But we can help you with our selection of no-fail beers.

### Game Day Superstitions

We all know a friend who will wear his "lucky" jersey, hat, pants, socks or whatever to cosmically help out the team. They seem so convinced of the cosmic power, if the team is on a winning streak, they refuse to wash them for a month or more. Let's all hope and pray your friend doesn't have a pair of lucky underwear!

If lucky laundry isn't your play you might want to try some other routine. Maybe a certain seating arrangement works, or eating certain foods. Some people even have a special hygiene routine. We will let your work that out on your own.

Once you find something that works for you during a game or a season, then you must continue it diligently. I personally believe that beer is the only thing that works. You won't catch me without a beer in hand on game day.

## Financial Advice from Beer on the Wall

If you had bought \$1000 worth of Nortel stock one year ago, it would now be worth \$49. If you had bought \$1000 worth of beer one year ago, drank all the beer, and traded in the cans at a redemption center, for the nickel deposit, you would have \$107. Given the current conditions of the economy, my advice is to drink heavily and recycle.

Score big with our huge selection of microbrews at [www.BeerOnTheWall.com](http://www.BeerOnTheWall.com)

ON THE WALL

# BEER OF THE MONTH CLUB

*this month's featured beers*

## Indian Wells Brewing Company

The brewery sits in the middle of nowhere, in the midst of California's high desert. Thirsty travelers visiting the brewery will find a wonderful restaurant and a spacious, modern brewery complete with an indoor tasting room and gift shop.

Indian Wells Brewing Company offers a large seating area in the brewery for guests to relax with an ice cold one while watching the brewers do their thing.

Indian Wells Brewing Co. has certified Master Brewer Rick Lovett on staff and two full time day brewers, Mike Allen and Johnny Maduena to oversee the daily production of beers. All their beers are made with their own natural artesian spring water, all malted barely, Yakima Valley hops and fresh yeast. We hope you enjoy this month's selection as much as we enjoyed sampling them!

### Desert Pale Ale

Desert Pale Ale was one of Indian Wells Brewing Co.'s first beers made in 1995. This beer was a very light American style ale, the new 2009 Desert Pale Ale is NOTHING like the old ale... The new Desert Pale Ale is classic pale ale made with lots and lots of hops!

This pale ale is for the "hop lover" as it is made with Cascade and Nugget hops and then "dry hopped" with Columbus hops for a clean hop taste, try a bottle of this beer today. IBU 35 with an alcohol content of 4.7%

### Amnesia IPA

India Pale Ales were first brewed by British Brewers for the Brits when they occupied India. These ales were invented to meet the demand that the Brits had for their pints... The problem was that without refrigerated cargo containers the beer was spoiling on the voyage over; so the brewers discovered that if they "hopped" up the beer and rose up the alcohol content that the beer would arrive in fine shape. Following that long tradition Indian Wells Brewing Co. has made a classic IPA. This ale comes in at a more traditional IBU of 52; so if you're looking for a crazy over the top IPA; sorry try another beer... But is you like a clean; dry hopped beer that compliments spicy foods or just like the taste of hops; give our Amnesia IPA a try today!

### Blackout Stout

Indian Wells Brewing Company's Blackout Stout is a refreshing dry Irish style stout that will leave you wanting more after your first bottle.

Blackout Stout pours a deep mocha color with an off white head. The stout has a chocolaty roasted aroma with a smooth milky finish due to the barley flakes used in the mashing process.

This dry, slightly burnt tasting ale is just the trick for any dark beer drinker. If stouts are your thing, give Blackout Stout a try!

## Beer Club Member's Special Savings

On any beer from our online Beer Shop.

Save  
**10%**

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