

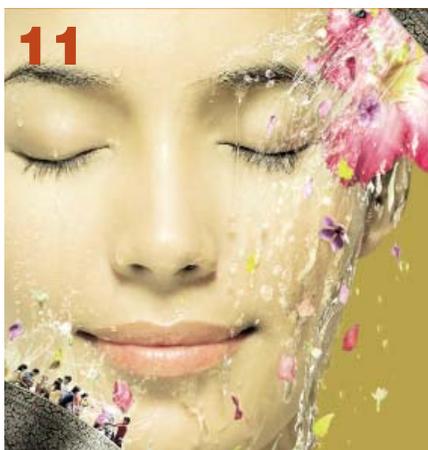
Beers from Abroad

1 *New and noteworthy imports*



(1) J. W. Lees Vintage Harvest Ale 2003, made by J.W.Lees, Greengate Brewery, Manchester, England, where it is matured in Calvados, Sherry, Port or Lagavulin Whisky Wooden Casks. The beer is imported by B. United International of Redding, CT. 11.5 % alc./vol. (2) Boris is brewed by La Brasserie de Saverne in Alsace France, a subsidiary of the Carlsberg Group Germany, and imported by Distinguished Brands International (DBI) of Littleton, CO. "Low fermentation" and 5.5% alcohol by volume. Boris comes in 8.5oz (250 ml) bottles packaged in six-packs, or 12-packs, and in a mother pack of 24 bottles. (3) Hitachino Nest Japanese Classic Ale, matured in cedar casks, is imported by B. United of Redding, CT. (4) Erdinger Hefe-Weizen, made in Erding, Germany, and imported by DBI of Littleton, CO. Ranked as number one-selling German wheat beer worldwide by A.C. Nielsen (5) Kapittel, a group of four beers brewed by Br. Van Eecke of Watou Belgium. The name refers to the managing board of an abbey. This group includes Pater, a red-brown abbey ale can be considered a "single," a beer that was made for everyday consumption; Abt, a triple with the highest alcohol content of the group (10%); Prior, another triple with 9% a.b.v.; and Blond, with 6.5 % a.b.v. (6) Warsteiner Importers Agency, Inc. of Cincinnati, OH, has announced bolder and brighter graphics and branding on their 6 and 12-pack entries beginning May 2004. "The new packaging will help consumers find us more easily on the shelf, on display or in the cooler and will help make the Warsteiner brand more recognizable to new consumers," according to Dave Gronostaj, president of WIA. (7) Duvel, imported by Duvel Moortgat, U.S.A., of Cooperstown, NY, will benefit from a new brand awareness campaign this year. The company has rolled out new packaging, new gift packs, an improved web-site for U.S. consumers, a consumer newsletter, a consumer ad campaign and on-premise tasting events.





(8) Rhinebecker Extra, imported by HellerHighwater of Smyrna, GA. The first of the imported low carb beers to hit the market (9) Mestreechs Aajt, made by Ruttens Bierbrouwerij 'De Zwarte Ruiters' Markt, Gulpen, Netherlands, is described as a Flemish Red Ale. The brand is imported by B. United International, and contains 5% a.b.v. (10) Cooper's is marketing five bottle conditioned ales in the USA: Flagship Coopers Sparkling Ale; Coopers Pale Ale; Coopers Best Extra Stout; Coopers Dark Ale and (pictured) Coopers Extra Strong Vintage Ale, the heavyweight of the group at 7.5% a.b.v. (11) Singha Beer's spring promotion played on Songkran, a Thai water festival that ushers in summer (12) Merchant du Vin has announced the addition of Westmalle Trappist Ales to its portfolio. The brewery is one of the six Trappist breweries still extant, and produces a Tripel and Dubbel. Both are bottle-conditioned. Dubbel and Tripel are available now in 11.2 ounce bottles. Later in 2004 a screen-printed 750 ml (25.4 oz) bottle will be offered. (13) Labatt Select, a low carbohydrate Canadian light beer, is now being sold at on-premise and off-premise accounts throughout upstate New York. Each twelve-fluid-ounce serving of Labatt Select contains 2.6 grams of carbohydrates. The new product will be promoted in both print and outdoor media and with POS materials both on- and off-premise. (14) Fuller's London Pride has teamed with Triumph Motorcycles, for "Triumph with Pride." a sweepstakes for a new Triumph Bonneville T100 Motorcycle. (15) Cobra Beer UK has launched the export brand Kraat into the US Market, where it is now available in California, New Jersey and New York in embossed 330ml/11.2oz and 1 pint, 6 fl. oz bottles. "We are extremely excited about Kraat's entry into the US beer market," says Karan Bilimoria, Founder of Cobra Beer.