

Night Out

Times like these call for economic sacrifices, so we sampled eight American classics that won't be too tough on your wallet. You won't find any bottles here, because the only way to drink these puppies is ice cold from the can.

Brew Ha Ha

The Less than \$3.50 a 6-pack test

Panelists were given eight small cups of unidentified beer. Then they awarded them points from 1 (worst) to 8 (best).

Overall rank is based on group totals.

Each person's favorite is shown by a thumbs up, while the least-preferred drink is shown with a thumbs down.

Denotes special guest panelists from Wiesbaden, Germany!



Stroh's
Established 1775
\$2.99 (6-pack)*

Light of color, light of taste, but not bad.

7

Piels
Established 1883
\$2.99 (6-pack)*

Congratulations, the best in test. Taste like a real beer.

8

Pabst Blue Ribbon
Established 1844
\$2.99 (6-pack)*

Tastes like the expiration date was last year.

3

Schmidt's
Established 1948
\$2.99 (6-pack)*

Bitter and a bit weak, but has a good color at least.

4

Milwaukee's Best
Established 1984
\$2.99 (6-pack)*

Beer without the taste of beer - can't be cheap enough to be worth it.

5

Busch
Established 1955
\$3.49 (6-pack)*

Unidentified taste, but not the worst of all.

6

Schaefer
Established 1842
\$3.49 (6-pack)*

Weak - far away from the taste of beer.

2

Miller High Life
Established 1855
\$3.49 (6-pack)*

Nobody could drink enough of this to get drunk.

1



I think I could drink a case of this in an hour, then accidentally stand up.

7

This one tastes like a beer you'd get at the ball park.

8

One too many quarters* have been bounced into this beer.

6

Would go great with wings, nachos and a burger - all at the same time.

4

The foam tastes stronger than the beer, and the beer tastes like weak apple juice.

3

Kind of light. Very light. Too light. No opinion - other than I wouldn't buy it.

2

This is perfect for a hang-over. If you love loud noises in the morning, drink this one.

5

Swill. This would make ya' sick for a week if you had too much.

1



A little bit bitter, but OK if you don't drink too much.

6

In the beginning a good taste, but didn't last very long.

8

Too bitter - perhaps it has aspirin in it to prevent hang-overs.

1

Only drink this after some glasses of good beer, when you taste nothing more.

2

Bitter. Better drink just one, not more.

3

A flat beer with a light color, but the taste is quite OK.

7

More bitter, perhaps too much. Tastes a little like a headache the next day.

5

Smells and taste like it's been mixed with earth or something else.

4



After a few tries, not all that bad. A little "tinny."

8

This beer has to be in my father's "icebox" in the cellar. He's 70. Go figure.

6

Surprisingly pleasant. A summertime porch drink. I hate to say refreshing, but ...

7

Very watery. Very stale. Very not what I want to be drinking right now.

3

The reason the horseshoe pit was invented. The epitomé of cheap beer.

2

What I would drink to get drunk. A "competition" beer, if you will.

5

I always wondered what Jean Naté tasted like.

1

Very clean. Not sure how I feel about this. I would drink it again if the need was there.

4



Not so bad going down, but has bitter after-taste. Overall, not so bad.

7

Middle-of-the-road. But what's cheap beer supposed to be like?

8

Bitter, but not bad. Maybe if I'm really down on luck someday.

5

Nothing great, but if you wanted great maybe you would spend a few bucks more.

6

Boring, Yucky. Actually, kind of tastes like all the others.

3

Weak. Very, very weak. Like a 3-parts water, 1-part beer, cocktail.

2

Tastes like something I may have drank in college, but I can't remember.

4

Blaaah. Bitter. Wouldn't drink more for free.

1



I'd be more than happy to get drunk on this on a Saturday night.

8

Very Pong-worthy*. * Refers to the ancient game of "Beer Pong" where a ping-pong ball is bounced across the table into cups

5

I guess it would get the job done.

2

It'll make her look more attractive, and is still drinkable.

6

Cheap and tastes decent - just the way I like them.

7

Great for a round of Kings*. * Refers to the ancient game of "Kings" where players sip their drink according to what playing card is drawn.

4

If someone had it at a party I wouldn't complain, but I'm a gentleman.

3

This would start tasting good about one minute before I pass out.

1



Tasted extremely flat and bland. This brew master should not be proud.

3

Not bad for supplying a large party. Hopefully, some guests will bring the imports.

6

This had a good taste. I might actually order this at a bar.

8

Almost bearable, but I certainly would not recommend this beer to a friend.

4

Not bad, but certainly not the best flavor I've tasted in a beer.

7

Horrible!!! Reminded me of the junk I drank in college.

2

I'd serve this one to friends after they drank all the good beer.

5

Made me want to quit drinking!

1



Has some substance to it, though still on the weak side.

8

Very weak, not much taste, no aftertaste. I'd rather drink water.

2

At last, one with some taste! I'm not sure what kind of taste, but it's there.

7

There's definitely a hint of beer taste here - just a hint though.

6

Has more carbonation than the others - so this one must be yellow soda.

4

Even weaker than the last beer. This is what we used to drink in college.

5

Here is the required 6-word comment: Weak, weak, weak, weak, weak, weak.

3

I don't think this one is beer - must be colored water.

1

OVERALL RANKING 1st 2nd 3rd 4th 5th 6th 7th 8th

ARE YOU NUTS OVER BEER? TEST YOUR JINGLE I.Q.

See how many of these jingles, slogans, nicknames and characters are lodged into your subconscious. (Answers on the other side of the nuts)

- A) "THE CHAMPAGNE OF BEERS"
B) "THE BEER THAT GREW WITH THE GREAT NORTHWEST"
C) "THE ONE BEER TO HAVE WHEN YOU'RE HAVING MORE THAN ONE"
D) AFFECTIONALLY REFERRED TO AS "THE BEAST"
E) ALEX THE DOG FETCHED THESE FROM THE FRIDGE
F) THE GUYS ON THE LEFT STARRED IN THEIR 1950s TV ADS

- 1) SCHAEFER
2) PIELS
3) STROH'S
4) MILLER HIGH LIFE
5) SCHMIDT'S
6) MILWAUKEE'S BEST

PHOTOS: MICHAEL J. TREOLA TRANSCRIPTION: KAVITA KUMARI GRAPHIC: HARRIS SIEGEL REFERENCE: WWW.TVACRES.COM

LABEL CONSCIOUS



Are you tired of reading product labels to check out the fat or calories? Well,

Molson Canadian and Canadian Light bottles now have more than 80 different pithy sayings on their backs. These "twin labels" (a sampling is shown below) are meant to provide the spark so you can meet that perspective mate on the barstool next to you. Basically, you begin the conversation without saying a thing. Neat idea. And we thought those Canadians only knew hockey.

SPECIAL THANKS TO POINT PLEASANT DISTRIBUTORS & MOLSON U.S.A.



ANSWERS
F=2
E=0
D=1
C=5
B=4
A=4
* PRICES MAY VARY