

Come lift a stein with us over the holidays.

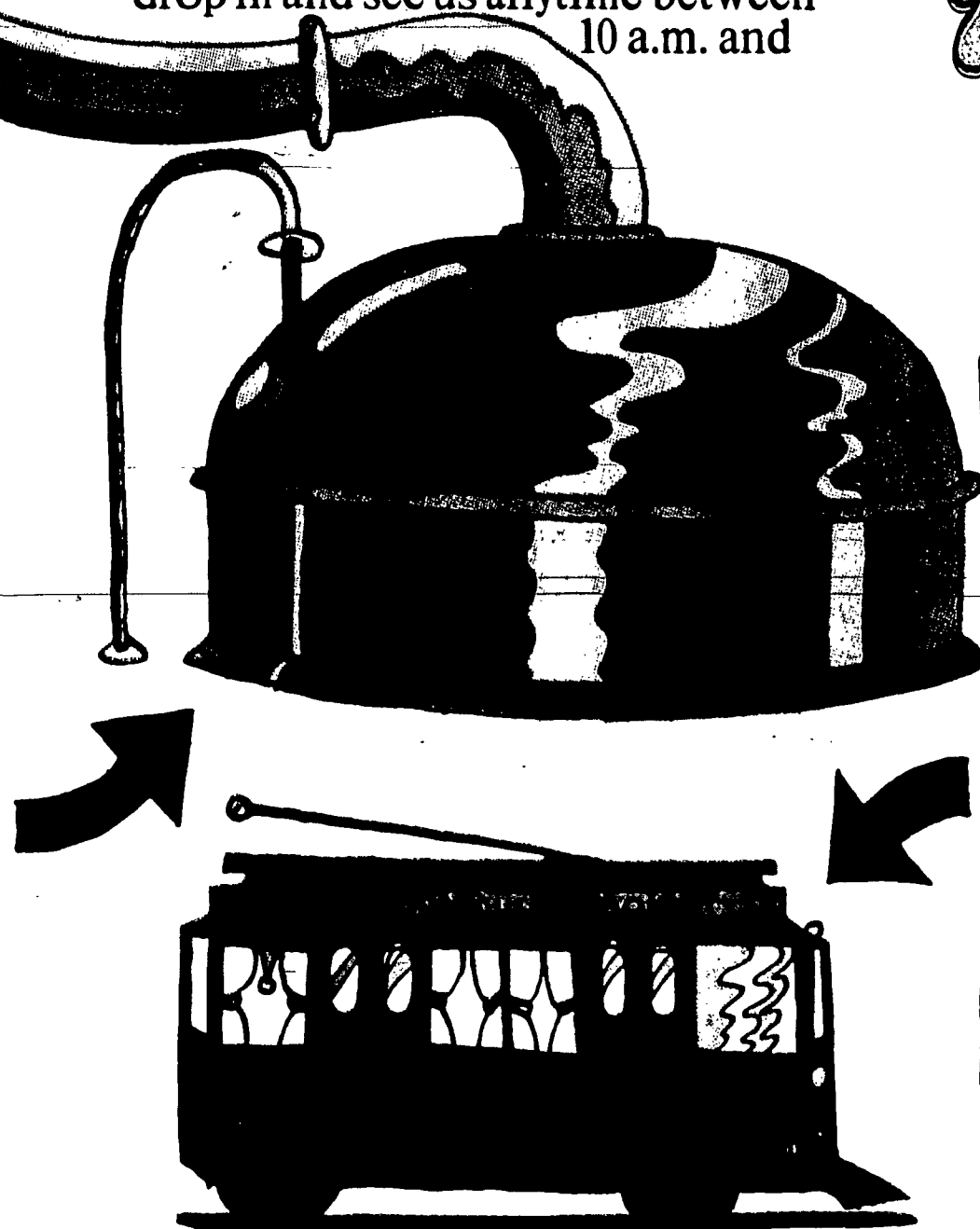
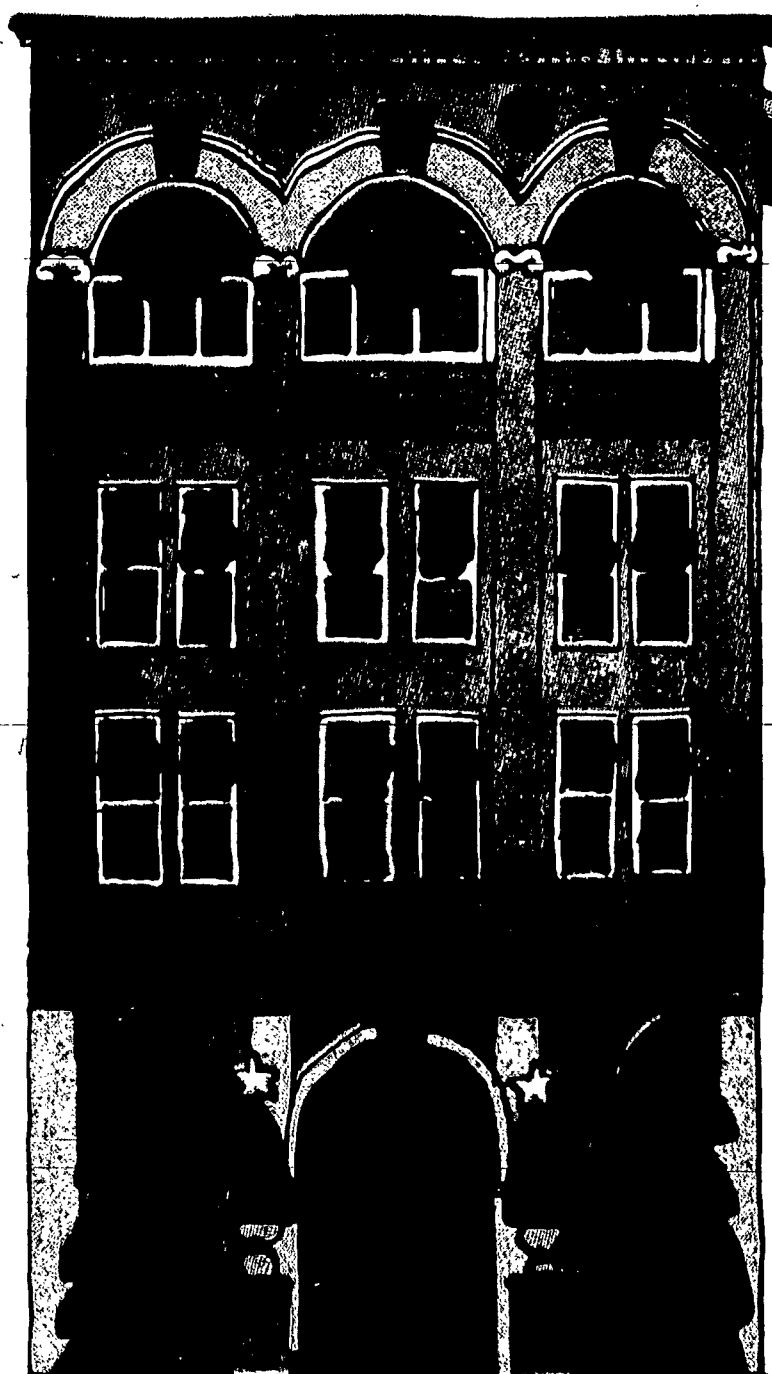
We're delighted to show you around our brewery any time. But we're especially glad to have you during the holidays. It's a sentimental time and we're sentimental people. In fact, when it comes to making beer, we're probably the most determinedly sentimental people you'll ever meet. We age Utica Club for months to get exactly the kind of beer we want.

Its taste is mellow. There is absolutely no bitterness. The foam is rich and creamy, with fine bubbles—the kind you get in champagne. Natural bubbles.

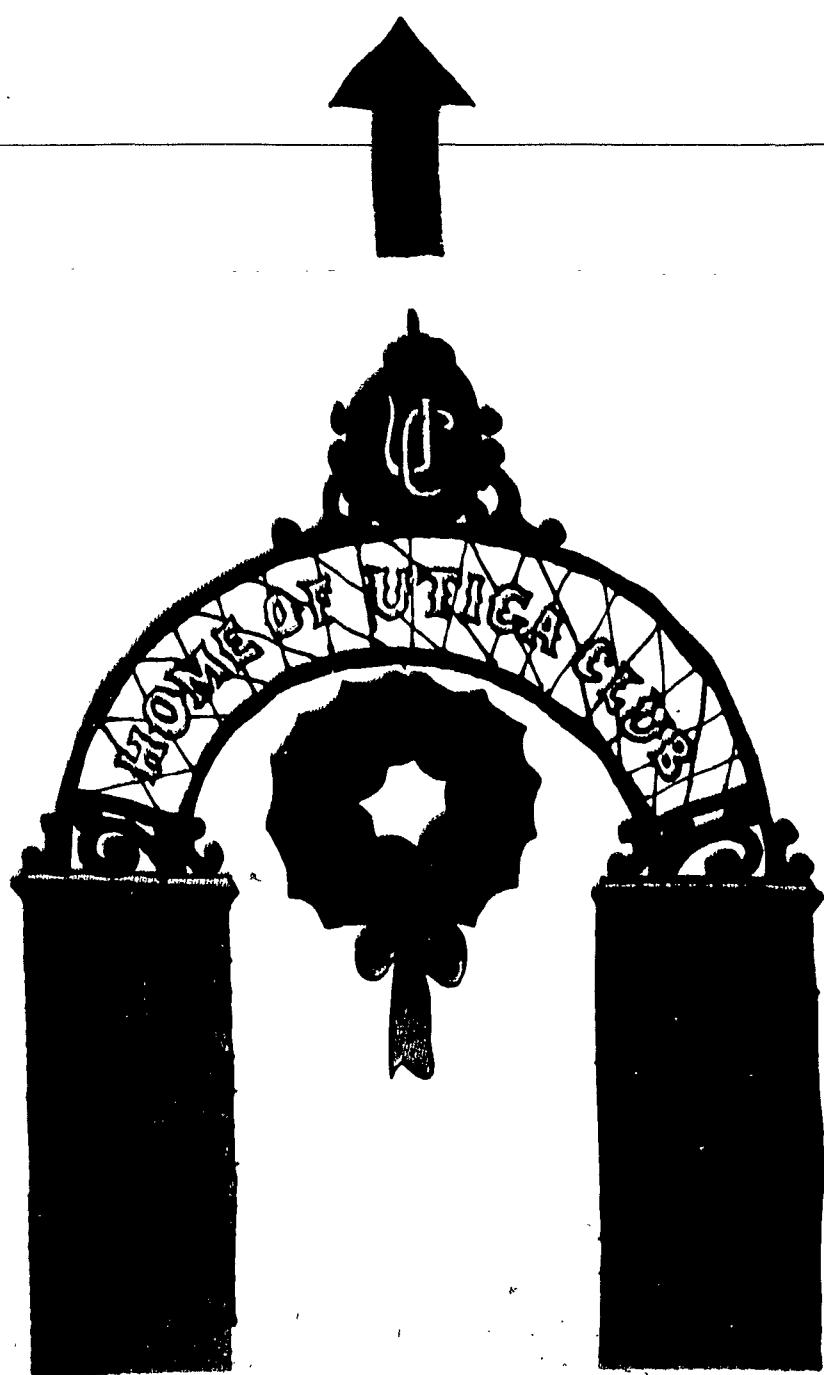
Can you tell we're proud of our beer? Well, we are. And we're equally proud of our brewery. Like a good cook's kitchen, it's spotless and filled with gleaming copper and stainless steel and tile. We think it's beautiful. Especially during the holidays. So drop in and see us anytime between 10 a.m. and

5 p.m. Monday through Friday. The drinks are on the house.

And by the way, if you like our illustration, we'll gladly send you a color poster version of it (without all these words). Just drop a note to me, Walter Matt, President, Utica Club Beer, Utica, New York 13503. Happy Holiday.



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