


CUSTOM 4 FINGER GRIP



One of the hallmarks of the baby boomer generation is that it doesn't live like the previous generation. It hasn't yet given up jeans and T-shirts or beer.

Ron Klugman
SVR Coors Brewing

DIVERSIFY YOUR BEERFOLIO

CUSTOMIZABLE SIX PACKS  **bloom**
always in



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KNOW YOUR BEER TICKERS

LGER	big, malty beer, sweet and strong
ALE	light, brisk, hoppy and bitter
PORT	the darkest of the beers
STOT	the heart of guinness
CIDR	sweet or tart, still or sparkling
WNCLR	a female brew
SPECLT	ale and lager hybrid
PILSNR	light gold to deep copper-gold
AMBR	the red-headed stepchild of beer
LITE	very pale in color, light body

Take this six-pack holder into a Bloom supermarket and head to the beer section. When you arrive (and it won't take you long,) you'll find over 30 of the world's finest brews arranged as single bottles*. Pick six of them to fill this holder. Seven dollars and ninety-nine cents later (plus tax and a smiling cashier) you're the proud owner of your very own customized six-pack.**

*It's worth noting that we also sell regular six packs of each of those 30 beers, as well as 12pk of many of them. And when new imports are introduced to the beer world, we will more than likely carry those too.

**One last thing - You have to be 21. But you probably already knew that.

