



July 2, 2008
For Immediate Release
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Football and Sprecher Beer: Share the Passion

Glendale, WI -- While the Green Bay Packers are at training camp, Sprecher Brewing Company is hosting a pre-season mini-camp, *Football and Beer: Share the Passion*.

For those living in Packer nation, especially women, this mini-camp will help you have more enjoyable game days throughout the upcoming season. Designed to shatter myths and increase appreciation for football, beer and tailgate food, the Sprecher mini-camp dishes up basic knowledge along with unique insights so you'll be able to talk a good game about the essentials of football and beer.

Each session is designed to build upon the knowledge shared in the previous session. You can register for individual sessions (\$20 each) or the entire mini-camp (\$75). Five percent (5%) discount for pre-registration through July 16th. Pre-Registration at: www.sprecherbrewery.com beginning July 3rd.

Mini-camp dates and times: July 17, 24, 31 & August 7. 6:30-8:30pm. Optional trip to Lambeau Field for Green Bay Packers training camp scheduled for August 1. Separate fee.

Location: Sprecher Brewing Company, 701 W. Glendale Ave, Glendale, WI.



Ten percent (10%) of all class registration fees will be donated to the Red Cross Wisconsin Floods Relief effort.

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July 17th: Football and Beer – The Basics

This class will introduce you to the game of football (who does what, where and why), a variety of beer styles, and great grilling/beer pairing tips. Join one of the most successful Wisconsin high school football coaches, Homestead High School Football **Coach Dave Keel**, and *Grilling with Beer* author **Lucy Saunders**, for passionate expositions about football, beer, and game time food.

July 24th: Football From a Sportswriter's Point of View & Identifying Beer Characteristics

Two-time Wisconsin Sportswriter of the Year and Packers beat reporter for the Wisconsin State Journal, **Jason Wilde**, will share his insights and anecdotes about the game of football and the Green Bay Packers. Sample a wide variety of beer styles. Learn more about beer ingredients, style characteristics, how to conduct a beer tasting.

July 31st: Football Strategies & Pairing Beer with Cheese

Former long snapper for the New England Patriots and current Milwaukee Marauders **Coach Arnie Garber** stops in to discuss football strategy. **Sara Hill**, Culinary Director of Cheese Education for the Wisconsin Milk Marketing Board, will teach essentials of the art of pairing great Wisconsin cheese with great Wisconsin beer.

August 1st: The Pack in Action

Optional charter bus trip to see the Green Bay Packers in action at Lambeau Field. Additional charge.

August 7th: Foul Play! Refereeing in the NFL

Who is better equipped to discuss NFL rules and officiating than **Bill Carollo**, now in his 20th season as a referee for the National Football League? Learn the hand signals for clipping, holding, and other fouls. Get an insider's account of life as an NFL referee. Tailgate recipes – more whys and wherefores of marrying beers with foods.

For more information, contact Anne Sprecher, 414.964.7837 x252, or asprecher@sprecherbrewery.com.

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