



January 18, 2010
For Immediate Release
Contact: Amy Tradewell
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Hearts A Flutter for Valentine's Day

Glendale, WI - Need something unique, a little out of the ordinary but much appreciated for the first Valentine's Day of the new decade? Sprecher Brewing Company has just the item for you, one liter flip-top bottles of Sprecher beer with your own private label created from a personal photo and your own words. Step 1: Choose your beer style -- Generation Porter (aka "Liquid Love") made with Dutch cocoa and raspberry; Pub Brown Ale; or Sprecher Light Ale. Step 2: Select your personal photo and wording. Step 3: Contact Amy Tradewell and place your order; Step 4: Pick-up your purchase at the Sprecher Gift Shop, 701 W. Glendale Ave., Glendale, WI. Although the process has been streamlined, if you have questions, give Amy a call and she can help you design your Valentine greeting exactly the way you want. Each private label 1 liter bottle costs \$14.99 plus tax. Orders need to be placed by February 10th.

But wait! There's more! You can really customize your gift by selecting appropriate glassware and special handmade Sprecher truffles to make your romantic evening truly memorable. All these lovingly crafted items and more are available at the Sprecher Gift Shop, 701 W. Glendale Ave, Glendale, WI, 414.964.2739. Store hours are 11am – 6pm Monday through Sunday.

Orders for personalized Valentine's Day beers can be made by contacting Amy Tradewell at 414.964.2739. To learn more about this product and others, visit the Sprecher website: www.sprecherbrewery.com.

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