



**For Immediate Release  
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## **Sprecher Receives National Press for Its Beers and Root Beer**

Glendale, WI, March 11, 2008 – Across the nation people are discovering the great taste of Sprecher beers and gourmet sodas. And they're not staying quiet. Nick Passmore selected *Sprecher Black Bavarian* as one of the "10 absolutely top notch winners" in his February 8 BusinessWeek.com article, "Micro Beers Brew Up Big Business".

More recently, Matt Allyn and Matt Bean – co-authors of "Beer, With Benefits," which appeared in the March edition of Men's Health magazine - selected *Sprecher Micro-Light Ale* as one of the best tasting low calorie beers available.

Not to be outdone, *Sprecher Root Beer* was the only root beer of seven tasted that received a 4-star rating by Imbibe magazine (March/April). Other root beers in the tasting include Virgil's, Jones, Boylan's, Bulldog, Hansen's and Henry Wienhard's.

"We're flattered by all the attention and accolades. It's an added plus that we don't solicit this recognition. Rather, the writers surprise us by including our products in their stories," said Randy Sprecher.

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