



For Immediate Release  
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## **Sprecher Black Bavarian Wins Grand Champion in the Dunkels Lager Category at The United States Beer Tasting Championship**

*GLENDALE, WI* – Sprecher Brewery's Black Bavarian won Grand Champion of eighteen (18) entries submitted in the Dunkels Lager category of the 11<sup>th</sup> Annual United States Beer Tasting Championship (USBTC). The award came as a surprise to Randy Sprecher and head brewer Craig Burge, only because no one at the brewery submitted the beer for consideration. In his congratulatory cover letter, Regional Coordinator Scott Ingersoll explained, "The USBTC has a history of purchasing beers we would like in our contest if they are not submitted directly by brewers. That was the case with your award winning beer."

Black Bavarian is Randy Sprecher's oldest beer recipe, which he began developing in 1971. Made available for public consumption in 1986, it was the second product sold from his microbrewery. Black Bavarian is a dark Kulmbacher style lager possessing a superb malt complexity with the distinctive flavors and aromas of coffee, caramel and chocolate. A renowned smoothness and a creamy, tan head make it an all-time brewery favorite. Upon learning of the award and the mystery submission, Sprecher remarked, "This is a nice surprise. We're always glad to know people appreciate our products."

The USBTC takes a unique approach in that its competition is held in multiple stages. Sequential field trials in each of the six U.S. regions are conducted wherein judges evaluate beers and select the best to advance to subsequent rounds. This allows beers to be judged in relatively small flights while ensuring that the best beers are still determined through head-to-head competition. All beers were tasted in blinded fashion and judged on a hedonic scale.

Established in 2005, Sprecher Brewing Company, Inc. is celebrating its 20<sup>th</sup> year as Milwaukee's original microbrewery.

**701 W. Glendale Ave.  
Sprecherbrewery.com  
(414) 964-7837**