

Your Online Microbrew Store and Gift Shop

BeerOnTheWall.com

"Drinking Beer Promotes Freedom of Speech!"

BEER
on the wall

Presents...

Debunking Popular Alcohol Myths

Myth: Alcohol destroys brain cells.

Fact: The moderate consumption of alcohol does not destroy brain cells. In fact it is often associated with improved cognitive (mental) functioning. (Bates & Tracy, Journal of Abnormal Psychology, 1990)

If that's the case, I must be a genius!

Myth: A "beer belly" is caused by drinking beer.

Fact: A "beer belly" is caused by eating too much food. No beer or other alcohol beverage is necessary. (Cline, C. N. The Frequently Asked Questions of Life, 1997)

Where's my wife? Honey—are you listening?

Myth: Drinking coffee will help a drunk person sober up.

Fact: Only time can sober up a person...not black coffee, cold showers, exercise, or any other common "cures." Alcohol leaves the body of virtually everyone at a constant rate of about .015 percent of blood alcohol content (BAC) per hour. Thus, a person with a BAC of .015 would be completely sober in an hour while a person with a BAC of ten times that (.15) would require 10 hours to become completely sober. This is true regardless of sex, age, weight, and similar factors(Avis, H. Drugs and Life, 1999) .

But coffee does make for a wide awake drunk!

Myth: People who abstain from alcohol are "alcohol-free."

Fact: Every person produces alcohol normally in the body 24 hours each and every day from birth until death. Therefore, we always have some level of alcohol in our bodies. (Philips, M. Endogenous ethanol's metabolic, behavioral and biomedical significance, 1986)

But, Officer...

Myth: People in the US are generally heavy consumers of alcohol.

Fact: The US isn't even among the top ten alcohol consuming countries in the world. On a per capita basis, Americans have an average consumption rate of only 1.74 gallons of alcoholic beverage, per person, per year. That puts the US far down at 32nd on the list. The top 3 countries: #1 - Portugal, #2 - Luxembourg, and #3 - France. (Ash, R. The Top 10 of Everything 2000, 1999)

Come on, America! We can do it! I know I'm doing my part.

Now you can enjoy this month's selections with a clear conscience !

Quote of the Month

To some it's a six-pack, to me it's a "support group." Salvation in a can!

-- Leo Durocher

O
F
F
T
H
E
W
A
L
L

Vol. 7 Issue 9

BEER OF THE MONTH CLUB

this month's featured beers

Stone Brewing Company Escondido, California

The Stone Brewing Co. is the brainchild of beer-lover & brewer Steve Wagner and beer-lover & business guru Greg Koch.

Between the two of them, they have visited over 140 different breweries in the US & Europe, more than 300 beer festivals and testing's, and attended numerous classes in brewing, sensory evaluation and the micro brewing industry.

They have judged numerous beer competitions, and hold memberships in the Institute for Brewing Studies and the Master Brewers Association of America. We are talking serious beer enthusiasts here!

Located in Escondido, California, the brewery started brewing on February 1, 1996. In 2007 Stone Brewing Company built a brand new brewery that is simply

amazing! The 55,000 square foot brewery features a brewing system built by Rolec in Bavaria, Germany. Also in the new facility is the new "World Bistro and Gardens" restaurant and beer garden.

Malt Advocate Magazine's 2004 "Brewer of the Year", Stone Brewing is the maker of the infamous Arrogant Bastard Ale, available online in our microbrew store.

This month we are featuring Stone Pale Ale, their number one seller.

Stone Pale Ale - This is the Southern California interpretation of the classic British Pale Ale. Deep amber in color, Stone Pale Ale is robust and full flavored. A delicate hop aroma is complimented by a rich maltiness. This is an ale for those who have learned to appreciate flavor. *Yummy!*

Sequoia Brewing Company Fresno, California

The Sequoia Brewing Company's now famous Moto Brew label started when Greg Primm, one of Scott Kendall's high school buddies, asked if Scott (owner of Sequoia Brewing Co.) could make a beer for a Super Cross race in Las Vegas.

What emerged was a really great beer, Moto Brew, and it was becoming a sensation in it's own right, over night. Scott instinctively knew he had something special. He knew that he had to go big with Moto Brew. First he needed a snazzy looking label and packaging that captured the essence of the beer.

Naturally, he turned to Troy Lee of Troy Lee Designs, one of the best artists in the extreme sports business, and coincidentally, he is also a real fan of beer. The final design is a fantastic lineup of beers in some very cool looking packaging - and Moto Brew was born.

Freestyle IPA - The Moto Brew Freestyle India Pale Ale is a full bodied beer with a big hop profile. IPA is one of the most popular styles of microbrew beer

being consumed today, and one of Moto Brew's best seller. This beer has won many awards, among them 1st Place Reno Blues and Brews and 1st Place at the prestigious California Brewer's Festival.

DeCoster Belgian Wit - What part of Motor Cross would be complete without mention of Roger DeCoster, a 5-time Motocross World Champion, and Manager of Team Suzuki Racing.

When DeCoster was inducted into the Motorsports Hall of Fame in Novi, Michigan in 1994, he become only the seventh motorcyclist and the first foreign-born rider ever inducted. Cycle News named him Moto-crosser of the Century. He was inducted into the Motorcycle Hall of Fame in 1999.

DeCoster Belgian Wit is a wheat beer spiced with just enough coriander. It is a great summertime beer complimented when served with a slice of fresh lemon. This beer was also a medal winner, at the Los Angeles County Fair. *Enjoy the brews!*

"COOL BREW"

Personalized Bottles of Beer

- Say whatever you want (almost) on each bottle!
- Perfect as gifts, for weddings, birthdays, holidays or any party or occasion - *your very own name or picture right on the label!*
- **Corporate promotional gifts** - we will custom design any label to fit your need - Logos, pictures, slogans, tell us what you want!