

How To Make Your Own German-Style Lager Beer For Only 12¢ A Bottle!

Try our amazing new mini-brewery in your own home for 45 days. If you don't agree the beer you make is better than your favorite commercial beer, we'll refund your money and send you an extra \$5.00 free!

Hello. My name is Bud Weckesser, President of Bierhaus International, Inc., in Erie, Pennsylvania.

An amazing new breakthrough in home beer-making has been developed in England. Now it's available here in America. The secret is an easy-to-use anaerobic fermentation tank that allows you to brew from 4 to 6 1/2 gallons of beer - real lager beer - in just 28 minutes. No mess. No hassle.

What's more, the beer actually tastes BETTER than most commercial beers. We guarantee it. And you can brew it in your own kitchen for only 12¢ a bottle!

This is nothing like old-fashioned "home brew" you may have tasted in the past. The flavor is superb...clear...full bodied...with a thick creamy head often rising an inch above the rim of the glass.

I realize you're skeptical. I don't blame you. So we'd like to send you the complete kit on a trial basis. There's no risk to you.

TRY OUR BLINDFOLD TASTE TEST

Obviously, I can't send a sample of our beer through the mail. But I can send you money - \$5.00 FREE (in addition to refunding your full purchase price and return shipping costs) if you don't agree this beer is better than the commercial beer you're now drinking. Order the kit and make a case or two. Taste test it against your favorite commercial beer. If you don't agree it's far superior, just return the kit. We'll send you a full refund, return shipping charges and an EXTRA \$5.00 FREE for your time and trouble. This is the fairest way to prove to you how delicious this beer really is.

Here are some questions and answers about Bierhaus Mini-Brewery.

Question: HOW CAN ANYONE MAKE BEER AT HOME AS GOOD AS COMMERCIAL BEER?

Answer: That's like asking how Grandma could make cookies at home as good as the cellophane wrapped kind you buy in the supermarket. As you know, home-made products are usually BETTER than their commercial counterparts—pie - cake - bread—almost anything.

The fact is, many Americans have never tasted a truly great beer. Ask any G.I. who was stationed in Germany. The Germans brew a "homemade-style" beer in local breweries and NEVER use artificial additives like some U.S. breweries. Yet their beer has more body and flavor than almost any American brand. It's light without being watery or sweet like some commercial brands.

The Bierhaus Mini-Brewery uses the same basic ingredients the Germans use - barley, malt, select hops and water. And Bierhaus products and recipes contain no artificial ingredients of any kind. None, whatsoever.

We offer a wide variety of SPECIAL IMPORTED ingredients... Hallertauer hops, imported from Germany and nitrogen sealed in our own packets for full flavor... pure barley malt imported from the Midlands of England... special yeast cultures imported from various regions of Europe.

Question: SPECIFICALLY - HOW MUCH WILL THE BEER COST TO MAKE?

Answer: The Bierhaus Mini-Brewery can be used over and over again for years. It's truly a lifetime investment. All you have to do is re-purchase as many cans of ingredients as you wish. The one-time cost of the kit is easily made up by what you save on your first several brewings. After that you're paying as little as 12¢ a bottle for one of the finest beers in the world - brewed by you.

You can ACTUALLY SAVE HUNDREDS OF DOLLARS EACH YEAR.

Because of our national sales volume we ship the ingredients directly to your home. The ingredients for one 6 1/2 gallon batch of domestic light lager (making 69 bottles) is available for as little as \$7.60, or about 11¢-12¢ per 12 oz. bottle (excluding caps, shipping or Pa. Sales tax). If your household consumes about 2 cases of beer each week (at \$8.00 per case) you can actually SAVE a whopping \$532.48 each year. And you'll probably save

even more in the months to come as the price of commercial beer continues to rise.

Question: HOW MANY DIFFERENT KINDS OF BEER CAN I BREW?

Answer: The Bierhaus Mini-Brewery includes recipes for the following European-style beers:

- Continental Light Lager - comparable to the light export European lager and pilsner beers from Northern Europe. It has a light taste but the distinctive aroma of hops throughout. It should be chilled to about 40°-42°.
- Bierhaus Amber Lager - more body than our light lager with a slightly "hoppier" flavor and clear amber color. Comparable to the German and Dutch lagers served on the Continent. An excellent beer for anyone who prefers the original German taste.
- Bavarian Dark Lager - excellent flavor. Full bodied but not sweet like some of the imported darks.
- We also stock ingredients for English or Canadian ale made from imported hops and English malt, as well as a darker British malt for an exceptional stout.

Question: IS IT EASY TO MAKE?

Answer: Absolutely. All you need is a large pot, a long stirring spoon, and our special 7 gallon anaerobic tank. The barley malt and hops come to you in a can. Simply open the can, pour the contents into the large pot, add water and dextrose (supplied by us). Heat and stir. Pour the mix into the fermentation tank, add more water and snap on the lid. At the end of seven days, siphon into any returnable bottles (we include hose and shut-off) and let the beer age 3-4 weeks (5 weeks for dark ale or stout). We can supply an inexpensive capper at your option, or you may purchase one at your local hardware store.

Question: IS IT LEGAL TO MAKE THIS BEER AT HOME?

Answer: By Act of Congress (H.R. 1337) effective February of 1979, any single person 18 years of age or older may produce 100 gallons per year tax free. In a household of two or more persons over 18 the limit goes to 200 gallons per year tax free. NO FEDERAL LICENSE IS REQUIRED (local laws may vary). You pay no tax on the beer and you may serve it in your home.

Question: WHAT'S THE ALCOHOLIC CONTENT OF THE BEER?

Answer: You can vary the alcoholic content of this beer to your own taste. You can make it as light or as strong as you wish simply by varying the recipe. Tests conducted by an independent laboratory indicate that our beer contains significantly FEWER CALORIES and FEWER CARBOHYDRATES THAN COMPAR-



ABLE COMMERCIALY MADE BEER - a real bonus for those who are weight conscious.

If you're skeptical, please try our Blindfold Taste Test.

TEST RULES

1. Request the kit. If you're concerned about sending a check, just charge it to your Master Card or VISA. Call us at 814-459-3040 from 8:30-5:00 Eastern time weekdays.
2. We'll ship your kit by UPS.
3. Make one batch of beer.
4. Let it age 3-4 weeks.
5. Chill a bottle. Taste test it against your favorite American beer.

MONEY-BACK GUARANTEE

If you don't agree that our beer is better than the beer you're now drinking, just put everything back in the carton and return it to us within 45 days of purchase date. WE NOT ONLY REFUND YOUR MONEY - WE PAY THE RETURN POSTAGE... AND SEND YOU AN EXTRA FIVE DOLLARS FOR YOUR TIME AND TROUBLE. THIS IS OUR UNCONDITIONAL GUARANTEE.

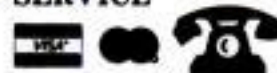
To order your kit simply send your check for \$29.95 (Pa. residents add 6% sales tax), to Bierhaus Mini-Brewery, Dept. 77, Bierhaus International, Inc., 2041 West 12th Street, Erie, Pa. 16505. If you wish our imported heavy duty capper, please add \$16.95. Caps, hose, and all other accessories are included in your kit. You pay UPS charges upon delivery.

FOR EXTRA FAST SERVICE

call 814-459-3040

and order your kit

using your VISA or Master Charge.



ORDER YOUR KIT TODAY. It is unconditionally guaranteed to produce the best beer you've ever tasted or your money back - plus \$5.00!

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SOME OF THE ACTUAL LETTERS WE'VE RECEIVED...

"We made our first batch in March... it was good at two weeks but by two months we were rationing it to our closest friends only. My husband's 84 year old mother even has her daily bottle and swears by it."

M. Butts—Boonville, CA

"... I've made home brew for 15 years but it was nothing like this. Even my first batch was better than store-bought beer."

E. Bauer—Nicollet, MN

"Skeptic that I am, I didn't pay much attention to your ad claims. But to my surprise, your beer WAS easy to make, it is outstanding and my friends have raved about the beer's flavor and body—just like you said. Thanks for a great beer."

T. Wheeler—Portales, NM

"... One of the best beers I've ever tasted. My favorite (commercial) beer tastes like water compared to your lager!"

K. W. Cosgrove, Jr.—Little Rock, AK

"Our first batch was excellent after 15 days' aging, and just kept getting better and better!"

J. Dennis—Tiffin, OH

"... a beer better tasting than Premiums at half the cost. Enclosed is my re-order for 3 more kits. Thank you!"

D. Smeltzer—Detroit, MI

"... I've tried four varieties of your beer. It all has a superior flavor and smoothness that surpasses commercial beer."

J. Lares—Columbus, OH

"The best tasting beer we've ever tasted. I can't drink any kind of domestic beer because I'm allergic to the chemicals in it. But this beer (without any additives) doesn't bother me in the slightest."

M. Killinger—Sierra Vista, AZ

"I have just bottled my 16th case of your beer, having used 8 different recipes. Since my friends and I agree that your beer is so much better than commercial beer, this is the only beer that I serve at my home bar."

F. Schmitt—Beaver Falls, PA

This One



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