



THE BAVARIAN BREWING COMPANY

528 West Twelfth Street, Covington, Kentucky / Axtel 1-1400

We thought
you'd like
to know . . .

The people in our area are traditionally noted for having a greater appreciation and enjoyment of good beer than people in most other regions of the Country. Consequently, exceptionally good beer has been brewed for many years in the Ohio Valley.

This, I am sure, is not news to you. A news item in which you might be interested, however, is a preview of the new Bavarian/s Beer label which will be introduced generally very soon. We would like to know the reaction of representative members of the community to this new label; and an advance sample is enclosed for your information.

It is an extremely colorful label that has much significance. The three flags - blue, red and green - represent Time, Tradition and Skill . . . three qualities that picture our high standards of brewing craftsmanship, attention to detail, and insistence upon utmost quality . . . all parts of Bavarian/s long history.

The Brewery has been operated by members of my family since 1888, and we sincerely believe that the flags and symbols on the label sum up the successful history of the Brewery. They are a guarantee that these same qualities will continue to be our guiding principles in the brewing of Bavarian/s in the years to come.

If you'd care to take a brief moment to comment on the new label, we would like very much to hear from you. Your comments will be most helpful. A postage paid card is enclosed for your convenience.

Sincerely,

Wm. R. Schott
President