



# THE BAVARIAN BREWING COMPANY

528 West Twelfth Street, Covington, Kentucky / Axtel 11400

Letter sent to retail accounts  
(Our own and those of distributors)  
FROM BAVARIAN

May, 1957

A BEAUTIFUL NEW LOOK . . . SAME NATURAL GOODNESS

As a retailer of Bavarian/s Beer, I felt sure you would be interested in a preview of something we consider really exciting news. It's the new Bavarian label attached to this letter, which will be presented to the public through you about May 20th. Like a real friend, we are sure the more you see of our "new look" the more you'll like and enjoy it.

This label, and its symbols, has much significance. The blue flag signifies time. The green flag represents skill. The red flag stands for tradition. Together they picture our high standards of craftsmanship, attention to detail, and insistence upon utmost quality - all parts of our long brewing history.

From now on, these three flags will appear on all of our packaging and advertising. We sincerely believe that these symbols sum up the successful history of our Brewery, which has been in the hands of the same family since 1888. We have as fine a beer as can be brewed - our packaging will now reflect that quality.

There is much more to these three flags than I can tell you now. There is complete new advertising, and new point-of-sale material. Your Bavarian salesman will give you more information about all of these things within several weeks. It all sums up to this - BAVARIAN/S MEANS BUSINESS!

Through the years we have enjoyed working with, and having as friends, the many fine people associated with the retailing of Bavarian/s. We appreciate the part that you have played and sincerely thank you for your support. Together, we are about to open a new chapter in the brewing industry in this area. We are confident that with this new package, we will both progress not only in the months to come, but also for many years thereafter.

Sincerely,

Wm. R. Schott  
President