

BOSTON BEER co.

· ESTD 1984 ·

European Brewers Choose Sam Adams Light(R) As America's Best Light Beer

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42 International Brewers Seek Insights from Samuel Adams Founder Jim Koch

BOSTON, Oct 16, 2003 /PRNewswire via COMTEX/ -- Samuel Adams Brewer Jim Koch took on the role of teacher last week, when a group of German brewers visited his Boston brewery to learn how he took The Boston Beer Company from sales of 7,000 barrels in 1985 to more than 1.3 million barrels a year today. The brewers are on a tour of several American breweries to learn more about brand building.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20031016/NETH007>)

While at the Samuel Adams Brewery, the German brewers took a blind taste test pitting Sam Adams Light(R) against the four top selling American light beers. The result: the brewers preferred Sam Adams Light head and shoulders over the competition.

The brewers were given unmarked glasses containing each of the five beers and were asked to rate them based on appearance, aroma, flavor, mouth feel and overall impression. When the numbers were tallied, Sam Adams Light scored 705 points. The closest competitor scored 557 points.

In their comments on Sam Adams Light, the brewers called it "well balanced ... , rich ... best by far, light beers are never this robust ... " and "really good beer."

"Europe is the home of many of the world's greatest beers and greatest breweries," Jim Koch said. "It's great to hear from these brewmasters that they love my Sam Adams Light."

About The Boston Beer Company, brewer of Samuel Adams

The Boston Beer Company is America's leading brewer of world-class beer. Founded in 1984 by sixth-generation brewer Jim Koch, the Company has won more than 500 international awards for its better-tasting beers. Samuel Adams Boston Lager(R) is the Company's flagship brand, celebrated worldwide for its high-quality ingredients and traditional brewing techniques. The result is a beer renowned by drinkers for its full flavor, balance, complexity, and consistent quality. For more information, visit the web site at www.samadams.com

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SOURCE The Boston Beer Company

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