



Museum of Beer & Brewing Celebrates the 70th Anniversary of the Schlitz "Brown Bottle"

It's finally arrived in Milwaukee. Have you tried it yet? Were you old enough to try it last time it was available? Whether you have been lucky enough to snag a six pack, or if you are still waiting to taste, be sure to join us on Monday, August 18th at Libiamo Restaurant.

Celebrate the 70th Anniversary of the Brown Bottle Restaurant and sample the "The Beer that Made Milwaukee Famous". Plenty of Schlitz will be on hand. In addition to the classic bottle, Schlitz will soon be available on tap. The kegs are scheduled to hit the market by mid-August, just in time for this event. Delicious appetizers from Libiamo Italian Restaurant will be served.

In addition, we are excited to have Schlitz Brewery Historian Leonard Jurgensen scheduled to speak. Leonard is known internationally for his breweriana collection, and has a published article about the Brown Bottle Pub (originally known as the Brown Bottle Guest Hall and Hospitality Center).

In 2005, Milwaukee restaurateur Dean Cannestra opened Libiamo Restaurant in the former Brown Bottle space. He kept the original woodwork, lighting, and plaster intact, and significantly updated the restaurant and bar equipment. Today, it is a first-class neighborhood restaurant in a great location.

The schedule for the event is as follows:

4:30 pm -Happy Hour (Gemuetlichkeit) with complimentary appetizers and breweriana display.

6:30 pm -Welcome from President Jim Haertel followed by Leonard Jurgensen presentation -

Q & A session, door prizes

8:00 pm - End of event

Price of admission includes:

* Leonard Jurgensen presentation

* Tickets for three Schlitz beers

* Appetizers

Maximum of 300 tickets will be sold. We had to turn away people at last year's Gettelman event, don't let that happen to you! Mail your registration form today!



Complete this form and mail to:

Museum of Beer & Brewing - Brown Bottle Anniversary

P.O. Box 1376

Milwaukee, WI 53201-1376

NAMES OF ALL GUESTS _____

ADDRESS _____

CITY/STATE/ZIP _____

EMAIL _____ PHONE _____

_____ Persons at \$15 (special rate for Museum Members only)

_____ Persons at \$25 each (non-member)

_____ Persons at \$35 each "Join and Go" (event plus first-time, one year MBB membership)

Name of new member _____

\$_____ TOTAL AMOUNT for your party

Please include a check payable to the Museum of Beer and Brewing

This event benefits the Museum of Beer and Brewing, www.brewingmuseum.org