

BEER... Ask for it by Name, Except no Substitute...

If you collect beer cans you probably have seen the generic black and white BEER can and its partner LITE BEER. Even if you do not collect cans you may recall seeing them on the grocery store shelves back in the 1980s. I was not old enough to be buying beer back then, but do remember seeing it on the shelves at the local King Soopers store, in Suburban Denver. Since I was not old enough to buy BEER I bought COLA, which was 10 cents a can, when it was on special. I remember King Soopers and Albertsons had aisles filled with generic products, like GREEN BEANS and KETSUP. Safeway, which was also in the Denver area, had their Scotch Buy brand, which was a slightly more colorful generic label. These are the stores that I remember during the heyday of generic items, but other stores, in other cities, also had their generic brands. Ralph's had their generics on the west coast and A&P had their Pathmark stores, with their brands in the east. There were others too. There was also Cost Cutter, President's Choice and Always Save. I know the Always Save brand was sold at Shop N' Save stores around St. Louis, Missouri. By the time I moved to St. Louis the Always Save BEER was gone, but I remember smoking Always Save FILTER CIGARETTES a few times. I always liked the BUTTER COOKIES, regardless of generic brand. They came in a big bag and always were the same, regardless of store. They are the only generic product I still wish I could get today.

Generic items grew out of the late 1970s, which was an era of high interest rates and inflation. Ralph's, out of California, was one of the first plain label generic brands and within a couple of years the generic brand trend swept across the United States and even parts of Canada. The Presidents Choice Beer is the only "classic" generic still being sold, but only in Canada. Stores had generic brand items for years before 1980s and still do, but the items have become actual store brands with much more colorful packaging. Store brands like 9-0-5 or Katz, had always been reasonably popular, but those generic brands were associated with a specific store, 9-0-5 Liquor Stores and Katz Drug respectively.

The Generic brand thing really fit into the Falstaff Brewing Corporation's business model of the 1980s. After Falstaff was bought by S&P, in 1975, cost cutting was the name of the game. Advertising budgets were slashed and packaging costs were cut too. BEER and LITE BEER were perfect fits because their packaging was intentionally cheap and devoid of color. No advertising was needed because BEER would ride the wave of popularity of generic items. It was a product that just sold itself. I have been told by a former Galveston employee that the generic beer was just whatever there was extra of and that sometimes things were even blended together. Under this scenario a customer may get Ballantine one time and Falstaff the next. This story is backed up by the fact that in my 1980s recipe book, from the Ft. Wayne Brewery, there is no recipe for BEER, but there is for the other beers produced at that brewery. There is a generic recipe for low calorie beer, which was to be used with light beers of all brands.

BEER came in 12oz cans, 12oz one way bottles, and on draft. It is unknown how long BEER was sold on draft for, or to whom, but it did come out of the Omaha Brewery for a while. Aside from the kegs labels there is also at least one variety of BEER tap handle. I have never met anyone who ever saw BEER on draft, but since there are tap handles and keg labels we can safely assume it existed at some point. It is unknown if there was ever LITE BEER on draft, but we do know that Falstaff Lite was sold in kegs. Falstaff even sold a T-shirt advertising BEER, the example shown here came from the Omaha brewery. There are few advertising items for BEER. There are some point of sale paper signs, in English and Spanish. There are also generic CERVESA cans.

Generic BEER and LITE BEER were profit centers because the production and packaging cost were very low. Aside from Falstaff's house brand BEER they also brewed BEER for Ralph's generic brand, Scotch Buy, Always Save, Cost Cutter, Pathmark, and Valu(e) Time. There are probably others, including Falstaff's own slightly less generic Steinbrau brand. Many of these brands were also brewed by other S&P owned breweries too. It is not uncommon to see these generic brands with Pearl, General, or Falstaff listed as the brewer.

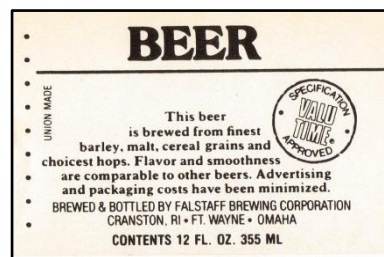
As the 1980s drew to a close the generic brands began to disappear. S&P continued to make BEER and LIGHT BEER until at least 1994, out of the Milwaukee brewery. Generic products began to lose their luster as the novelty wore off and stores upgraded their store brands to more attractive packaging which allowed for them to better mix them in with the other brands. There was a stigma of cheapness associated plain label generic products. When I was in Boy Scouts my Patrol bought three days worth of food, for a camping trip, for 12 people, for a whopping \$14.10. It was all black and white label generic. The other patrols made fun of us and we voted to "outlaw" generic food items from future camping trips.

Today we still have generic beers, but they have clever names that don't make them sound so generic. Names like Big Flats (Walgreens) and Moe's Tap Room (Kroger) have much more customer appeal today than just BEER. I am a big fan of cheap beer so I may be one of the few who would like to go back to the days of BEER, but I will just have to stick to my memories of drinking COLA and smoking FILTER CIGARETTES.



Ralph's

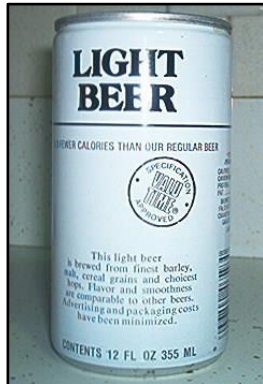
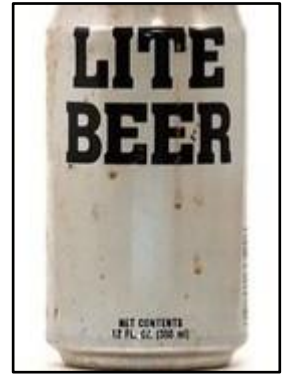
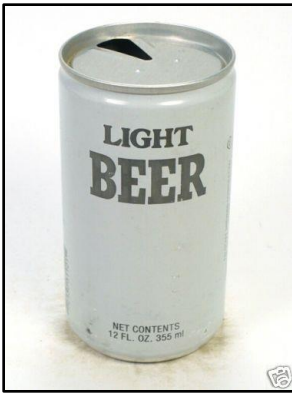
Ralph's Grocery Store advertisement, circa 1980, featuring a variety of generic products. The BEER is on the left.



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1980s Falstaff brewed Valu Time BEER. These came from the Fort Wayne Brewery

*The following page shows a variety of Falstaff, Pearl, And General brewed BEER and LITE/LIGHT BEER. If you have a can Not shown here, please take a photo and send it to The Shield



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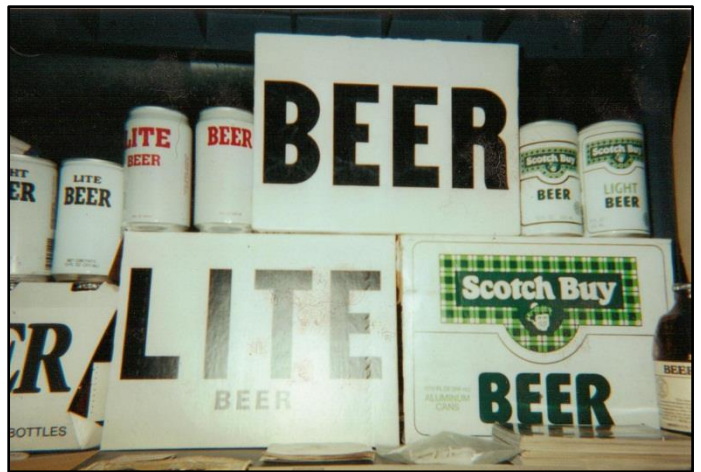
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Rankin

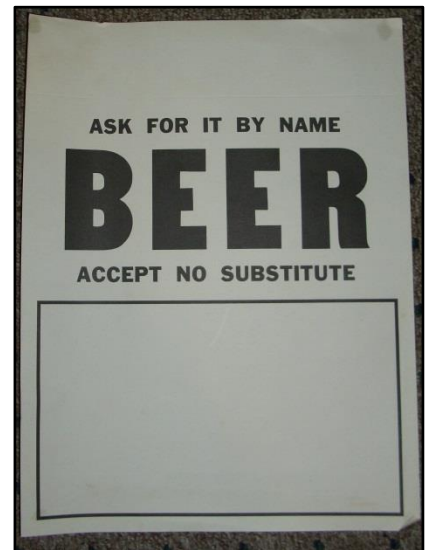


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Above left: BEER
T-shirt from the Omaha
Brewery. Above right :
Various BEERs.

Right & Left:
BEER POS advertisements

Below center: LITE BEER
crown from Ft. Wayne



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Left: BEER keg label

Right: BEER tap handle



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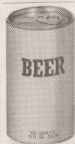
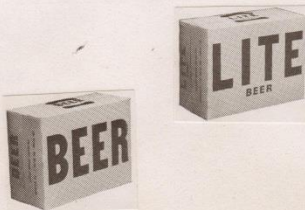
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FALSTAFF BREWING CORPORATION
FORT WAYNE, INDIANA

CAN PACKAGES - BRAND NAME - GENERIC

CODE/DESCRIPTION: VARIATIONS:

#311 - 4/6/12 LITE MI-IA/FLORIDA/AL/IA/
#381 - 2/12/12 LITE NY-MA-ME-VT-CT/OK 3.2/
#312 - 4/6/12 REGULAR OK STRONG/REGULAR
#387 - 2/12/12 REGULAR



DATE PREPARED: 7/1/87

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FALSTAFF BREWING CORPORATION 1025 GRANT STREET, P.O. BOX 926, FORT WAYNE, INDIANA 46801

TO: K & K Distributing Co., Council Bluffs, Iowa
FROM: Barbara Bahrke, Sales Administrator
DATE: December 15, 1988
RE: Package Promotions - January, 1989

The following schedule has been approved:

Code/Package	Depletion Amount	Date
#372 Falstaff 24/12/12 Can	70c/case)	1/16/89 - 1/31/89
#385 Falstaff 2/12/12 Can	70c/case)	1/16/89 - 1/31/89
#386 Falstaff 2/12/12 Can Lite	70c/case)	1/16/89 - 1/31/89
#381 Generic 2/12/12 Can Lite	40c/case)	1/01/89 - 1/15/89
#387 Generic 2/12/12 Can	40c/case)	1/01/89 - 1/15/89
#127 Falstaff 12/32 NR	40c/case)	1/01/89 - 1/31/89

Depletion allowance forms are enclosed for your use. Please submit these forms promptly to Steve Tomasek, c/o Falstaff Brewing Co., P.O. Box 9038, Omaha, Nebraska 68108 in order to receive payment.

Sincerely,

Barbara Bahrke

Barbara Bahrke
Sales Administrator

BB:tt
Enclosures
cc: T. Giroux
A. Norton
S. Tomasek
J. Halstead

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Left: Carton and can proof sheet from
Ft. Wayne

Below left: 1988 Sale pricing authorization
including BEER. These would
have gone to many distributors

Below: Low Calorie beer recipe from
Ft. Wayne.

Date 8-02-87

FALSTAFF BREWING CORPORATION

PLANT #7

LOW CALORIE

900 Bbls @ 10.0 Ball'g

Total Materials

Malt	16,000 Lbs
Dextrose	14,600 Lbs
Soya Bean	150 Lbs
Calcium Sulphate	65 Lbs
Hop Pellets (Co-op)	66 Lbs
Hop Pellets (Hop Union)	100 Lbs
Bioferm	7 Lbs
Biofeed	10 Lbs

1st Brew 450 Bbls 9.3 Ball'g Fill Kettle To 490 bbls

Materials

Malt	16,000 Lbs
Soya Bean	150 Lbs
Calcium Sulphate	55 Lbs
Hop Pellets	166 Lbs

Mash Tub

170 Bbls. Water @ 113°F add 30 Lbs Calcium Sulphate, mash in Malt hold 45 Minutes @ 113°F.
Raise slowly 15 Min. to 144°F. (50°R) hold for 60 Min.
Raise slowly 15 Min. to 158°F. (56°R) hold for 30 Min.
Raise slowly 5 Min. to 162°F. (58°R) hold for 5 Min.
Add 15 Lbs. Ca So4 and transfer to Lauter Tub.

Kettle Process

33 Hop Pellets (BARTH) 34 lbs in Kettle at beginning of boil.
26 Hop Pellets (Hop Union) 0 lbs in Kettle at beginning of boil.
33 Hop Pellets (BARTH) 34 lbs in Kettle 60 minutes before knock out.
26 Hop Pellets (Hop Union) 34 lbs in Kettle 60 minutes before knock out.
33 Hop Pellets (BARTH) 0 lbs in Kettle 10 minutes before Kettle full & add 5 lbs Bioferm.
26 Hop Pellets (Hop Union) 66 lbs in Kettle 10 min. before Kettle full & add 5 lbs Calcium Sulphate 10 lbs in Kettle at full time

2nd Brew 450 Bbls @ 10.7 Ball'g. (1st Brew Fermented To 1.5 Or 1.0 Ball'g)

14,600 Lbs (146 Bags) Dextrose
400 Bbls Water (Boiling)
Add 14,600 Lbs (146 Bags) Dextrose in Boiling Water-Agitator Running
NO HOPPING
Fill Kettle To 500 BBLs. Add 10 Lbs Ca So4 Add 5 lbs. biofeed

NOTES:

1. Yeast for Brew use 1.3 lbs. solids per Bbl. Enough for 900 Bbls.
Cool Brew @ 113°F (57°F) in starting tank. Add 4 Lbs. Bioferm 1st Brew
2. YEAST REQUIRED FOR 2nd Brew - 1400 lbs. Add 3 Lbs. Bioferm 2nd Brew
COOL 2nd Brew Same Temp. as Fermented Brew In Tank.

Use 4.82 oz. Coloring to Raise .10 LOV. per 100 Bbls
Use 1 Lb Chillproofing per 200 bbls. Use 2 Lbs Kelcoloid per 100 bbls

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