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Cheap Beer



Mike Hughes said he will beat any keg price.

Mark Davis/Daily Nebraskan

You say you want cheap beer? How about \$1.54 a six pack?

By Mark Davis

Assistant Photo Chief

(with a special guest appearance by
Chris Welsch and Geoff Goodwin)

The difficult task of saving money is just that, difficult. Sometimes finding money for beer comes down to a decision of what bill can be put off until they'll let you back into the plasma center. But to the experienced beer drinker the only way to avoid sobriety when it is least needed is to have a budget.

So have a budget beer.

All budget beer isn't bad. Some almost taste good. This town's cheapest beer is Carlings Black Label. Black Label is an old Canadian heritage beer with just enough bite to fall in the "cheap" category. It's brewed in LaCrosse, Wis., and according to Howard Sorenson, Regional Sales Director for Black Label, Black Label is not Heileman's compromising beer.

"Black is brewed with the best hops and grains with no shortcuts," Soren-

son said. He said Black Label is cheap because it lacks media support in this area.

The real truth is that Black Label doesn't taste much different than any other cheap beer. The biggest difference is that Black Label is the cheapest beer in town.

In a survey of the 48 liquor stores listed in the Official Phone Book's Yellow Pages, 33 of them list Black Label as their cheapest cold beer. The absolute cheapest cold six pack of Black Label was \$1.70 at the Still.

That price surprised Sorenson. "Black Label is a good seller in the Northeast. It competes with a large list of other more popularly priced beers."

But at the Still the price isn't anything special. It's just their "everyday low price," according to owner Bill Barker. They sell Black Label warm for \$1.54.

"What we do is just sell everything at cost plus ten percent," Barker said.

Barker, a veteran of the grocery store business —

Pardon this interruption but Geoff Goodwin and Chris Welsch have forced their way into this column. With little more than brute strength and a six-pack of Black Label we lured erstwhile photographer Davis out of our way.

For the record, Black Label is worse than hog swill. Well, not quite that bad, but it's much worse than our champion of cheap: Shaeffer — The White Wine of Beers.

Yes, Shaeffer is an old East Coast tradition.

Hold your horses there, Chris, said Geoff, leaping in. And while you're holding them, think about how the world is going to be in 50 years. Will there be Shaeffer or Black Label in 50 years? Will there be beer at all? Will life be worth living at all?

Chris: Davis says Black Label has a half-life of 368 years.

Geoff: As William Faulkner might have said if he had been a beer drinker: "Between swamp water and Black Label, I'd rather drink Black Label. Maybe."

Back to Mark.

See CHEAP on 15

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