

## Cheap Beer

# How low will they go?

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said he knows people well.

"You know what people want, honest and everyday low prices."

After being part-owner of a grocery store for a quarter of a century, Barker opened his liquor store six years ago. Now the Still is second only to N Street Drive-in in volume.

Barker responded with a challenge: "I'll put my everyday low prices against N Street anyway."

Another champion of cheap prices is Mike Hughes, owner of Mike's O Street Drive-in. Hughes says his kegs are the cheapest in town.

"If you find a cheaper price in town I'll beat it," he said.

After Hughes threw down the gauntlet, the manager of the state's largest liquor store, N Street, said "he's looking for volume. If he wants to do that, let him, we'll sell something else."

In response to Hughes' keg prices, N Street is advertising select kegs for about \$25, beating Mike's prices by \$2. How low will they go?

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We'll never know! We've interrupted again. We're tired of this rot and so are you. We're leading Davis to the nearest pub for a round of the cheap stuff.



Mark Davis/Daily Nebraskan  
Bill Barker holds up a sampling of Lincoln's cheapest 6-packs.

## Bud, 'King of Beers' most drunk beer in Lincoln, distributors say

By Geoff Goodwin  
Staff Reporter

Its advertisements refer to it as "The King of Beers" and Budweiser apparently is just that in Lincoln, at least among beer distributors.

Jerry Roche, manager of Lincoln Beer Distributing Co., said Budweiser has the largest share both of the local and national market.

Roche cited two factors for Bud's popularity.

"They just spend more in advertising," he said. "They get their name before the public more."

The other reason, Roche said, is that "college students in bars buy Bud because that's what's available."

He said Bud is by far the most popular beer on tap in Lincoln, followed by Lite and Miller. He said Bud Light is also gaining in popularity.

An informal survey of several area liquor stores indicated that while Bud is a popular off-sale item, it has

stiff competition from other brands.

Susan Johnson Russell, owner of South Street Liquor, said that Miller and Bud are the most popular sellers in her store but added "this is a very good Old Milwaukee store and we sell a lot of Milwaukee's Best, too."

Russell said Old Milwaukee was popular because of her clientele.

"We have a lot of working-class people and students come in," she said. "This is definitely a neighborhood store and that leads to a stable environment."

Zane Janousek, a clerk at The Still, said that Busch, Old Milwaukee and Bud are the most popular brews at the store.

Kevin Correll, a clerk at Herm's, said that Coors Light and Old Milwaukee are very popular with customers.

Correll said he thinks raising the drinking age has had little effect on business.

"I haven't noticed any difference," Correll said. "I think everyone has adjusted."

Correll said he thought minors were solving the problem of buying beer by having older friends or relatives do it for them.

Russell agreed that her business has suffered little from the increase in the drinking age.

"We don't really cater to the college crowd like some of the bars downtown do," she said.

She did say, however, that the liquor business has been in a slump for the last couple of years.

"I think it's a combination of things — the DWI laws are getting tougher, the economy is down and there's an abundance of liquor licenses," Russell said.

Correll said wine-coolers have become popular items in the last few months.

"We sell a lot of Bartles and James and Seagram's," he said.

Russell agreed that wine coolers are booming.

"They're the big thing now," she said. "They've taken the market away from the wine and hard liquor business."



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