



MIRROR, MIRROR ON THE WALL, WHO HAS THE FINEST LAGER OF THEM ALL?

(Old Time vs Crown)

MEDIA RELEASE MIRROR, MIRROR ON THE WALL, WHO HAS THE FINEST LAGER OF THEM ALL? We may well ask--just who does have Australia's Finest Lager. Crown Premium Lager states that it is the finest. We, at Old Time Premium Lager, assert that ours is the finest. There is only one way to find out. Have a taste off, (Old Time vs Crown) and let the punters decide. So Old Time Premium Lager now is throwing down the gauntlet to Crown Lager to see which one really is the finest. The first such challenge was on 1116 SEN's Beer O'Clock. The Comments were as follows: 'a beautiful drink', 'a lot stronger Malt's', 'It (Old Time) would be such a refreshing drink, great with a barbecue'. Try for yourself, at any of our in-store tastings at First Choice, Vintage Cellars and Liquorland. You tell us which one is the Finest Lager. . TASTING NOTES ON OLD TIME PREMIUM LAGER, by Rory Bridges in Brews News "The beer pours with a large, quick acting head atop a body of coppery amber, much richer looking than the average lager. The aroma too is promising. "Instead of the faint suggestion of grass one usually gets from these beers, it presents a malty aroma of caramel, slight toffee and a touch of powdered chocolate. "Old Time's aim was creating a beer with no bitterness and they have succeeded in that 100%. The beer is all sweet malt with no presence of hops. "Mike (from Old Time) suggested drinking it at 4°-6°, to let the malt profile show, which manifests as light caramel and toffee notes. With a lighter carbonation than you'd expect, the beer has a soft mouth feel. In summary, it's a bit like that last gulp of scotch once all the ice has melted." Contact: Mike 0433 326 258

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