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HAPPY HOLIDAYS FROM ST. PAULI GIRL BEER

CHICAGO – November 2006 – The St. Pauli Girl Beer Holiday promotion is scheduled for November-December 2006 with eye-catching on- and off-premise merchandising materials to help retailers ring in more profits by promoting the popular German import.

"The holidays are a time when consumers are willing to trade up to imported beer, so they can treat themselves, their family and friends," said Fred Graefenhain, St. Pauli Girl marketing vice president. The off-premise promotion includes two-sided holiday ceiling danglers featuring the last appearance of the year for the 2006 St. Pauli Girl spokesmodel, Brittany Evans; also available are tuck-in price cards to promote price features on St. Pauli Girl Beer displays.

The holidays are also a key time for promoting non-alcoholic malt beverage brands as revelers often choose to indulge in alternative beverages without alcohol. German-brewed St. Pauli Non-Alcoholic, the #1 imported non-alcoholic malt beverage in the U.S., offers retailers five-case stacking bins to promote the brand to designated drivers or holiday party planners. The holidays represent the #1 selling timeframe for imported non-alcoholic malt beverages.

For the on-premise segment, St. Pauli Non-Alcoholic acrylic and wooden menu insert cards are available to retailers and feature the new tagline "Enjoy Germany's Finest...Anytime".

St. Pauli Girl Lager, St. Pauli Girl Special Dark and St. Pauli Non-Alcoholic Malt Beverage are brewed and bottled by the St. Pauli Brauerei in Bremen, Germany. St. Pauli Girl beer is the No. 2 selling German Beer and St. Pauli Non-Alcoholic is the No. 1 selling imported Non-Alcoholic Malt Beverage. Barton Beers, Ltd. is the exclusive importer of St. Pauli Girl in the United States. Barton is a Constellation Company. For more information, visit www.bartonbeers.com. For more information on St. Pauli Girl, visit www.stpauligirl.com.

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