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ST. PAULI GIRL JENNIFER ENGLAND SELECTED FOR COVER OF BEER MAGAZINE

CHICAGO – Just in time for Oktoberfest, the 2011 St. Pauli Girl spokesmodel Jennifer England is featured on the cover of the September/October issue of Beer Magazine, on newsstands now. The cover story focuses on the history of St. Pauli Girl beer, the beer's German heritage, the spokesmodel tradition, and England's own extensive beer knowledge. To take on the role of the St. Pauli Girl, England underwent formal beer training with the esteemed Siebel Institute of Technology and World Brewing Academy.

Beer Magazine is a national consumer publication whose mission is to educate, inform, and entertain those who love beer. The German holiday Oktoberfest officially runs from September 17 through October 3, 2011.

England will make appearances for Oktoberfest in Cincinnati, Ohio, Seattle, WA and New York City, as well as making tour stops in Chicago, Philadelphia and Miami.



Photograph:
St. Pauli Girl Jennifer England is featured on the cover of the September/October issue of Beer Magazine.

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About St. Pauli Girl

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. St. Pauli Girl won a Silver Medal Taste Award in the World Beer Championships in 2010. Crown Imports LLC is the exclusive importer of St. Pauli Girl in the United States.

Crown Imports is a 50-50 joint venture between Grupo Modelo, S.A. de C.V. (MX: GMODELOC), Mexico's leading company in the brewing, distribution and sale of beer, and Constellation Brands, Inc. (NYSE: STZ), a leading international beverage alcohol producer, importer and marketer. For more information, visit www.crownimportsllc.com. For more information on St. Pauli Girl, visit www.stpauligirl.com or become a fan on [Facebook](#).