



PAULY'S

Newsletter



July 1, 2009

From The Editor:

Hello and Happy Summer! New format - thought we'd give it a try! Like the pig? He's our official mascot for Pauly's First Annual Brew-B-Q Throwdown! We kinda like him, but the original Pauly will be back soon! As always, lots of cool new stuff always rolling into the store - Riedel wine glasses, Spiegelau beer glasses, new Pauly's pints - plus all of Stacey's cool beer buys! Stop in and check it out - see you at Brew-B-Q!

Pauly's Brew-B-Q Throwdown!

It's almost here! Pauly's has teamed up with the Lowell Area Chamber of Commerce for an event that will be the Sunday highlight of this year's annual **Riverwalk Festival**. In a nutshell, it's a Kansas City Barbeque Society (KCBS) sanctioned competition that has been declared a State Championship by the Governor's office. While the teams are cooking, we've organized a **beer tent** featuring only Michigan craft brews, local vendors for an **outdoor market**, and **free music** featuring Bob Van Stee and Jimmie Stagger! And if that wasn't cool enough, **parking is free!** A perfect Sunday afternoon excursion! If you would like to participate as a contestant or get a booth for your business (only \$50), contact Pauly - it's a little last minute, but he'll see what he can do!

Sunday, July 12th, 2009

11:00AM - 5:00PM

Lowell Fairgrounds

FREE Admission & Parking!

Wines For Summer

6-Pack

4 Whites - Pinot Grigio, Sauvignon Blanc, Dry Riesling, Vinho Verde
Great for Chillin'!

2 Reds-Tempranillo, Grenache/Syrah
Great for Grillin'!

All six, just \$39!

Pauly's Picks:



WOW! Great wine for a great price! The wines of Greg Norman's California project are featured this month with fantastic pricing! Both the Chardonnay and Pinot Noir are from Santa Barbara, and a great Petite Sirah from Paso Robles. **All normally \$19.99 wines now just \$13.99!** All three are stellar, and you can try all three for \$33! You'll love these wines, but supply is limited—hurry!

Chardonnay, Pinot Noir, or Petite Sirah
Reg. \$19.99 - Now \$13.99/btl

Try all three for \$33!



Get a "Little Sumpin' Sumpin'" At Pauly's!

New limited release from Lagunitas - \$10.99/6pk

"Mother-in-Law's" Whiskey Slush

Say what you will about mother-in-laws, but you have to admit they do know their alcohol! This is a great summer refresher - numbs the heat and drowns any other noise associated with surprise visits!

- 9 Cups Water
- 5 Tea Bags
- 2 Cups Sugar (Max)
- 1 12oz Can Frozen Orange Juice Concentrate
- 1 12oz Can Frozen Lemonade Concentrate
- 24oz Whiskey (Just use the whole bottle!)



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Stacey's Pick:



iniquity Imperial Black Ale
"the antithesis of unearthly"

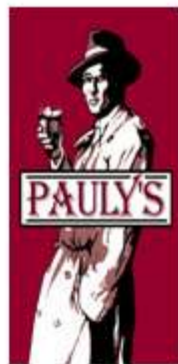
The hexagram talisman has been used around the world for centuries to invoke magic and good luck. The six-point star is also the customary symbol of the brewer, representing the essential aspects of purity: water, hops, grain, malt, yeast, and of course, the brewer. Wishes of good fortune often collaborate with the brewer's creativity to yield dramatic results. We carefully chose the name for this Imperial India Black Ale, **Iniquity**—a word opposing goodness. Why? This beer is contrary to what one may expect from an IPA; this is an ale as black as night. It is the antithesis of Unearthly. Some may consider it an immoral act to blacken an ale. We suggest they don't rely on conventional standards. Allow the darkness to consume you. Cheers!
9.0% abv • Imperial Black Ale • 22 oz / 1/2 keg / 1/6 keg



HOT NEW ITEM!!!



Get an Official Brew-B-Q T-Shirt!
just \$10
Hurry - Limited Quantity!



Spiegelau Beer Glassware

Did you know that the shape of the beer glass can change the taste of your beer?

Really! We've just brought in the Spiegelau Beer Classics - Belgian Tulip, Tall Pilsner, Lager, and Wheat. And to launch the program, we're offering **10% OFF** the entire month of July! You won't believe the difference the proper glass can make!

