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MAGAZINE™

OUTSTANDING BEVERAGE



BOYLAN BOTTLING COMPANY

Boylan's Creamy Red Birch Beer

BOYLAN'S BOTTLING HAS BEEN SATISFYING THIRSTY BIRCH BEER FANS FOR A CENTURY, but just eight years ago, created Creamy Red Birch Beer, providing a smoother taste with the same "bite" of the original birch beer. The Creamy Red Birch Beer packs two distinctive tastes—the warm flavor of wintergreen is subtly mellowed by the addition of vanilla.

Each sip from the old-fashioned glass bottle reminds consumers of the time-honored traditions that Boylan prides itself on. "We've been producing birch beer for 100 years. That shows in the quality and taste," says Ronald Fiorina of Boylan Bottling Co. "Keeping the packaging in this old-world style was another way to show our heritage. When everyone went to plastic bottles, we stayed with glass. Plus, we continue to use painted ceramic labels. This tells customers that we're committed to manufacturing our soda in the same way it used to be, guaranteeing a consistent, delicious product."

Boylan Bottling, a small regional brand that is distributed nationally, uses its own recipes formulated in-house and only adds pure cane sugar, rather than the more common corn sweeteners, to create a satisfying, caffeine-free beverage. In addition to refrigerated displays, Fiorina suggests that retailers build end displays, and he provides old-fashioned wooden crates for a nostalgic theme. Each 12-ounce bottle has a suggested retail of \$1.29- \$1.49. CONTACT: *Ronald Fiorina, Boylan Bottling Company, 74 Lee Avenue, Haledon, NJ 07508; 973.790.7093, ext. 12; Fax: 973.790.9097; email: boylan@cybernex.net. R.S.N. 107 —D.S.*

