

# YOU CAN SEE RIGHT THROUGH US (BUT WE DON'T MIND YOU TAKING ADVANTAGE OF THAT!)



*We have nothing to hide. Never have.  
Never will. In fact, we want to be  
very open with you...*

## WE HAVE ONLY PURE THOUGHTS

When John H. Sleeman introduced the clear heritage bottle with raised lettering in the early 1800s, it wasn't because the colour brown reminded him of shoe polish. No, the bottle was created to reveal our founding brewmaster's high standards in pure water, which he drew from the celebrated deep wells of Guelph, the very same we use today. The man could hardly write (he signed his marriage certificate with an X), but he sure knew something about brewing good all-natural beer.

## WE'RE EASY TO HANDLE



*The Silver Creek Brewery in its heyday in the late 1800s. The company was part of the Sleeman family brewing empire.*

We do admit that today's 341 ml (12 ounce) bottle is not quite the same bottle of times past. For obvious reasons, we encourage moderation, as opposed to back then when anything less than a 16 or 20 ounce serving was an insult! But

while today's Sleeman bottle is smaller, its legendary long neck and graceful curves have remained intact. So you should still be able to reach for Sleeman Cream Ale, Silver Creek Lager and Original Dark quite comfortably... giving new meaning to "Let's grab a beer!"

*Sleeman Silver Creek Lager: A Pilsner-type lager with a pronounced hop flavour. Winner of the prestigious International Grand Gold at the 1992 Monde Selection held in Belgium.*



## WE'VE BEEN AROUND

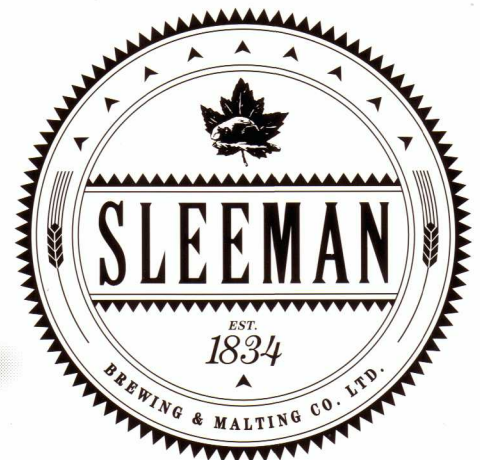
In all fairness, we must say that not all Sleeman beer recipes were the idea of John H. Sleeman. For instance, his son and successor, George Sleeman, created the recipe for Sleeman Cream Ale on January 5, 1895. On the other hand, when his own son, George A. Sleeman, took over the family business in the 1920s, the only thing he created were problems... which resulted in having to shut down the brewery. But that's a whole other story!



*Malt extract produced by the Sleeman family in the late 1800s and used for medicinal purposes.*

## WE TEND TO BOAST A BIT

Back then, virtually everyone was impressed by the quality of Sleeman ales and lagers. In fact, in the late 1800s, Sleeman was winning awards in Toronto and Chicago. Nowadays, it's in Europe... with the same all-natural beers made from the same family recipes! So you see, even after more than 150 years, people still feel Sleeman is possibly one of the best all-natural beers around... For beer drinkers, this is something well worth looking into!



# SLEEMAN... THE CHOICE IS CLEAR