

GRANDFATHER SLEEMAN WAS A BREWMASTER, A TAX EVADER AND A SMUGGLER...



Good ol' George A. Sleeman was quite a character... But then again, that's what you need if you're going to brew an outstanding all-natural beer.

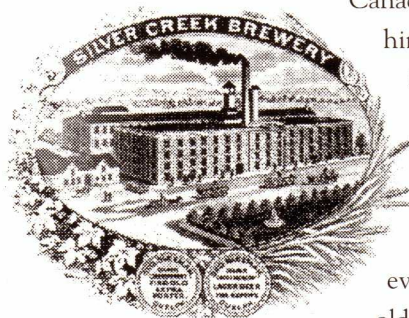
HE HAD BIG PLANS IN THE U.S.

By the time he was at the head of the family-run business in the early 1900s, it was pumping out 1.5 million gallons of beer per year. But he had even bigger plans. And borders weren't going to get in his way. As the story goes, George A. Sleeman's approach to brewing all-natural ales and lagers beer generated so much interest south of the border that, during Prohibition, he became a regular traveller to Detroit, Michigan.

BUT HE NEVER PLANNED ON GETTING CAUGHT

On a misty fall night in 1933, Canadian authorities caught him red-handed, exporting his legendary beer illegally into the U.S. They charged him, alright. Not for bootlegging, but for tax evasion. So, at the ripe old age of 66, George A. Sleeman had to not only pay the taxes, but shut down the family brewery, as well. Either

that, or go to jail. And so began a 55-year hiatus in the Sleeman's brewing activities. Let's just say that grandma Sleeman wasn't too pleased...



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

Sleeman Cream Ale: A smooth, lively beer with a creamy head and less bitterness than an all-malt ale. It's on page 64 of the family recipe book, which explains the "64" under the cap.



STILL, HE TAUGHT US EVERYTHING WE KNOW

His dedication to brewing Sleeman all-natural ales and lagers beer did however have one redeeming quality. During his apprenticeship, George A. Sleeman kept a diary of his father's ABCs on brewing the Sleeman way. This beautiful black leather-bound book was finally passed down to his grandson who, in 1988, revived the family's brewing tradition. The book, filled with original, award-winning recipes that made Sleeman beer famous as far back as 1834, is the basis for what makes

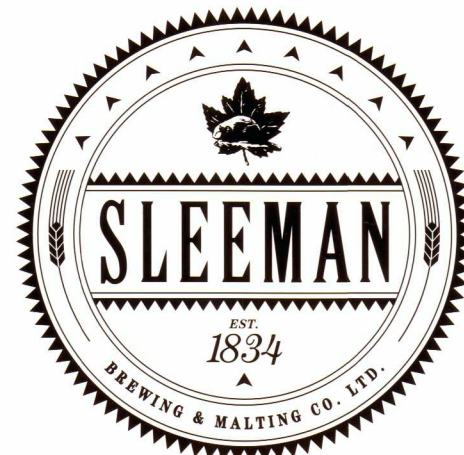
Sleeman beer still famous today.



Horse-drawn cart from the turn of the century. Probably what George A. Sleeman used to carry his cargo towards Detroit.

HIS WAY IS OUR WAY... WELL, ALMOST!

Thanks to his grandfather's diary, John W. Sleeman is now brewing Cream Ale, Silver Creek Lager and Original Dark just like the good ol'days... less the border problems! It's the same all-natural beer, in the same clear heritage bottle, using the same family recipes, based on the same hand-crafted brewing process. Not a thing has changed, except of course for the bootlegging and the tax evasion. Afterall, we can't do everything quite like our ancestors!



SLEEMAN... THE CHOICE IS CLEAR