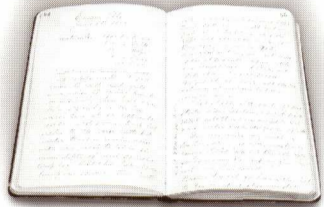


WHEN FLORIAN SLEEMAN HANDED FAMILY RECIPES DOWN TO HER NEPHEW, SOMETHING WAS BREWING...



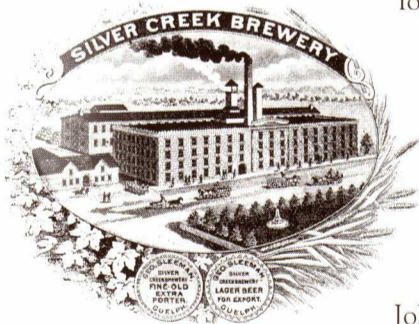
Aunt Florian's cream pie had always been a hit, but these weren't your everyday family recipes! Yes, something remarkable was brewing...

AUNT FLORIAN CONFESSES

One day in 1984, Aunt Florian simply knocked on her nephew's door and said "You might as well know the truth." Of course, John W. Sleeman, current president of the Sleeman Brewing & Malting Co. Ltd., didn't have a clue to what she meant! So his 88 year-old aunt began revealing family secrets that had been kept under wraps for over half a century. Then, she handed him a few Sleeman artifacts, including a black leather-bound recipe book that would change his life.

THE INFAMOUS LITTLE BLACK BOOK

It contained family recipes for all the ales and lagers that made Sleeman a big favourite from 1834 to 1933. What happened in 1933? Actually, John W. Sleeman's grandfather got caught exporting Sleeman beer illegally into the U.S. The charge? Not bootlegging, but tax evasion. So, the Sleemans shut down the family brewery to pay the taxes and the whole embarrassing incident was conveniently forgotten. But thanks to Aunt Florian's loving care, the recipe book



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

Sleeman Original Dark: An all-malt ruby red ale... Our smoothest, all-natural response to the increasing demand for dark beer. It's on page 50 of the Sleeman family recipe book.



survived. For John W. Sleeman, it was a sign to revive the family's celebrated brewing past. And so, in 1988, he began brewing all-natural Sleeman beers the same way his forefathers did, based on the family recipe book.

THE BEER FACTS

Among these legendary beers is Sleeman Cream Ale, a smooth and lively product with a creamy head and less bitterness than an all-malt ale. Another is Sleeman Silver Creek Lager, a Pilsner-type lager with a pronounced hop flavour that comes only from the finest quality imported aroma hops money can buy. Finally, Sleeman Original Dark is a smooth, full-flavoured all-malt ruby red ale, handcrafted in small batches.

JUDGE FOR YOURSELF!

Now that you know the truth about Sleeman beer, at least you know what's brewing. Because the more you know, the more you can appreciate our all-natural ales and lagers, and the better you can make a choice that clearly goes down in history... Quite pleasantly, too!



Florian Sleeman. Aunt of John W. Sleeman, current president of the Sleeman Brewing & Malting Co. Ltd.

