

# How about a Bud Light?

College girls talk about the beers they like to drink, and why they're not drinking them.

**C**ontrary to popular belief, it turns out that not all 21-year-old college girls are concerned with counting calories and carbohydrates—at least not when it comes to choosing a beer. Unfortunately, we are always counting pennies, so what we'd like to drink is not always what we actually drink.

"I like Sierra Nevada, Bass Ale, Blue Moon and Corona, all because I like the tastes of those beers," said Holy Cross senior Marissa Klug, 21. "But most often, I drink Bud Light or Miller Lite, beers like that because they're cheap, and I'm in college and poor."

Blue Moon and Corona are brand names that pop up as favorites among legal-age female college drinkers. Girls told me that they like the taste of these beers in comparison to Bud Light, Coors Light, or Miller Lite, but the latter brands are most often chosen, simply because the price is right.

Fairfield University junior Katie Tully, 21, said, "I prefer Blue Moon, if I had my choice. I like it mainly because it just tastes good—and it comes with an orange!"

Tully is not the only girl who likes beer with fruit. University of Delaware senior Megan Meehan, 22, usually drinks Bud Light, but she prefers a Corona. "I really like the taste of Corona a lot, and I feel cool flipping it over with the lime in it."

Fairfielder Katelyn Testa, 21, is another Corona fan. "I would like to drink Corona all the time, but due to the lack of funds, I have



Senior girls at Fairfield University in Fairfield, CT, spend another Saturday night with Bud Light.

also learned to love Busch Light and Bud Light. I actually like Bud Light now, so it works out, since I can't afford anything else."

Although most college girls interviewed were quick to identify their favorite beers, the subtext of cost was always a factor. The girls said that it was only on rare special occasions that college students can afford to buy imports or microbrews, the beers that these legal-age

students call "the good stuff."

"I have to go with the cheaper stuff most of the time, but that way the stuff I really like is such a treat when I actually can afford it," said Klug.

The college girls interviewed said they had difficulty distinguishing between the taste profiles of Bud Light, Miller Lite and Coors Light. But several said they would like a "beer that actually has some flavor to it," or a beer that

is “different” from the mainstream brands that are ordinarily consumed.

Fairfield senior Marisa Lanteri, 21, said, “If I could have any beer when I went out, I would prefer Pacifico, but because it is random and I don’t get to drink it very often, I usually drink Sam Adams. I do like the tastes of both beers, but I like the uniqueness of Pacifico.”

Lanteri said she used to drink Smirnoff Ice, “but it got to the point where my stomach hurt after two of them, so now I stick with beer.”

College girls are sampling the microbrews, and they know exactly what they like about them, too. Twenty-two-year-old Erin Fredericks, a senior at Fairfield and also a bartender there, said that her favorite beer has a unique flavor that makes it stand out from the crowd. “I definitely prefer any microbrew over anything like a Bud Light, but my favorite is Magic Hat 9,” Fredericks said. “It’s an apricot-flavored beer, so it’s sweeter than most beers. I just think it tastes better than everything else.”

Fredericks is not the only girl who favors a domestic specialty beer. Yuengling is also a favorite, although it is not found in the Connecticut market area where the interviews

took place. Nonetheless, many Pennsylvanian students at Fairfield University retain a loyalty to their home state brew. Senior Christy Kuklinski, 22, is no exception.

“Although I like Amstel Light from a tap, my favorite is Yuengling from the bottle. I like the taste, it is very distinct, completely different from any beer I

**“The deciding factor as to what legal-age college girls drink is the price.”**

normally drink here,” Kuklinski said. “And I like all their different types of beer, too: ale, lager, black and tan. I like them all. And of course, because it is Pennsylvania’s first beer—state pride.”

Some students just cannot get over their experiences when they studied abroad in another country. While abroad, most

discovered new beers that taste different than anything they have had here; most even found what they called “better tasting” beers. Of course, it is possible that some just liked them because they loved the country they were in.

“I like Toohey’s New because it’s Australian, and it makes me think of Australia and how much I loved it there,” Fairfield senior Jaime Robillard, 21, said. “As far as the taste goes, I think it’s delicious. It’s not too dark, but it’s not too light either—just perfect in the middle.”

Although legal-age college girls have a variety of favorite beers, the deciding factor as to what they drink is the price. As a college student myself, I can report that we like a variety of different brews. At the moment, a big favorite is Sam Adams Oktoberfest, but a case of that just is not worth it right now, even if the taste is.

Unfortunately, as poor college students, we can’t afford to be picky. ■

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## Lemp Brewery

CONTINUED FROM PAGE 21

Another invention that modified the Lemp enterprise that same year was mechanized refrigeration. The brewery would no longer have to rely on the massive lagering cave for storage.

The expanding railroad networks were especially useful for St. Louis brewers. Lemp is claimed to have been the first to really exploit the St. Louis railhead, although Anheuser-Busch was certainly not far behind. William Lemp even set up his own Western Cable Railway Company to avoid conflicts with railroad managers about overstocking the cars with ice and to more easily transport beer directly from his own loading dock to its final destination. By the turn of the century, Lemp’s beer was being shipped by rail and ship to South America and Europe, as well as far-flung ports like Shanghai, Havana and Manila.

The crowning glory of William Lemp’s era of leadership was a three hundred and fifty foot long pipeline that transported beer directly from the stock house into the bottling machines without any human intervention.

By the late 1890’s, the beer that bore

the Lemp name, later to be trademarked Falstaff, was at the forefront of the national beer market and the Lemp brewery was one of the largest in St. Louis.

Unfortunately William Sr. experienced a shock early in the new century from which he would never recover, the death of his fourth and favorite son, Frederick. Soon thereafter, his best friend, Captain Frederick Pabst, founder of the Pabst Brewing Co., also died. It was said that William Lemp’s whole demeanor changed for the worse and in 1904 he committed suicide. Because of his superb business acumen the legacy he left his heirs was one of wealth and accomplishment. At the time of his death, the brewery was worth about \$6,000,000 and his estate comprised several million more.

William Lemp Jr. succeeded his father as president of the company, only to be greeted by a world war and the temperance movement that would result in Prohibition legislation. Lemp, like many other brewers, responded with “near beer.” The company’s nonalcoholic brew was named Cerva. But production fell and in 1919 all operations ceased. Employees arrived for work one morning to find the buildings and gates locked up.

Though William Jr. lost hope, another St. Louis brewer, “Papa Joe” Griesedieck, looking

to an eventual repeal of Prohibition, offered to buy the Falstaff trademark from Lemp and start a new company. Lemp was reluctant but eventually relented. Then in 1922, William Jr. liquidated the brewery and it was auctioned off for \$588,000, a fraction of its worth. Soon after, like his father he succumbed to depression and committed suicide.

Six years after prohibition was abolished William Lemp III reintroduced Lemp beer to the drinking populace. He renamed the incorporated Central Breweries of Illinois the “William J. Lemp Brewing Company.” Despite an initial rebound, the beer failed to catch on and the brewery was bought out by Ems Brewing Company in 1945.

William Lemp Sr.’s initial purpose in introducing the Falstaff shield trademark was to protect his brand from imitators. But the jovial figure of Sir John Falstaff also served the Lemp family well by masking the troubles that beset this ill-fated family of brewers. Falstaff gave the beer an image of good will and good fortune which often escaped the Lemps themselves. ■

**Note: Part of the old Lemp brewery survived into this new century. Most lately, the buildings served as a warehouse for the International Shoe Company. Now they are entirely empty. Photos in this article came from [www.falstaffbrewing.com](http://www.falstaffbrewing.com).**