

# Beer: Chills, thrills and spills from our results

Continued from Page C11

than 15 samples, we probably would have had a pretty big mess on our hands.

## The Results

Interesting. Shocking. Embarrassing. Call them what you will, but don't call them boring. The results to the 2003 *Old Gold and Black* beer survey were definitely packed with quality information.

Here are some of the highlights:

- O'Doul's rocked the poll, coming in first in all demographics (see "The O'Doul's Conspiracy" below).

- Milwaukee's Best Light (affectionately referred to as "Beast") came in dead last across the board, scoring an average of 16.1 out of 60 points. It was also the only beer to receive single-digit scores.

- We noticed that the better ingredients do make the differ-

ence, as Sam Adams Boston Ale and O'Douls, which are known for their quality, ranked higher than all others. The exotic Canadian import Labatt Blue Light, which came in second, also seemed to please our tasters.

- King Cobra, which was our No. 4 beer on our final rankings for males, came in eight spots lower for the ladies.

Some taste testers guessed this to be a higher quality beer, such as Heineken or Rolling Rock. Make sure you hide the malt

liquor for your next midnight gathering.

- Southpaw Light, a beer served frequently at frat parties, ranked lower for Greeks than independents.

- Anheuser-Busch brands seemed to float toward the top of our rankings.

Perhaps their dominance in the market made their brands seem more familiar to our blind tasters.

- It's noticeable that as the price increases per 12-ounce serving of beer, the taste also

generally ranks higher.

- While King Cobra may be a frugal way to fulfill your drinking objectives, be ready to hit the gym after you pound that 40. The brew ranks highest in calories per 12-ounce serving.

- While heavy beers are not usually the first choices for females, the women tasters ranked Budweiser their second favorite beer.

- While those Gatorade-like commercials for Michelob Ultra look chic, our tasters ranked it just above Beast. ■

## TOP SURVEY QUOTATIONS

### Milwaukee's Best Light:

"This beer screams DEKE dungeon party."

-Taster No. 14

### Southpaw Light:

"My urine might even taste better than this." -Taster No. 7

### Natural Light:

"Smells like Sig Pi." -Taster No. 3

### Coors Light:

"Tastes like a monkey crapped in my mouth." -Taster No. 1

### Coors Original:

"If you drink it faster, maybe it won't taste as bad." -Taster No. 18

### Bud Ice:

"So good when it touches your lips." -Taster No. 15

## The O'Doul's Conspiracy

What do men, women, Greeks, independents and recovering alcoholics all have in common? We'll give you a hint: it starts with an "o" and ends in startling, embarrassing results.

That's right, America's best selling non-alcoholic beer and, according to their Web site, the official non-alcoholic brew of the PGA and Senior PGA tours, performed incredibly well in our blind taste test.

How well? How about "number one ranked beer across the board" well? Just about every demographic imaginable ranked this beer as numero uno in our tasting, ranking up to 12.5 points higher than the average score in the male-drinkers category.

The choice to test O'Doul's (beer "F") was, while some might call it underhanded, an easy decision for us to make. The tolerance for alcohol can often be a key factor in the college-drinking arena. In the often macho atmosphere of the beer-drinking world, it's common to see college dudes crowding behind the truck at a tailgate or in the fraternity lounge bragging about what a tank they were downing 17 beers in one sitting at a sorority pre-formal.

The question seemed relatively clear: what would happen to the average college beer aficionado if the alcohol was taken out of the equation? Would he or she be able to tell? Would a non-alcoholic brew be able to stand up to its big, 21-plus brothers?

The answer was overwhelming: "More of beer 'F'!" shouted Taster No. 1, a Greek male - a response that was quickly applauded by nearly every other taster in the room.

As we suppressed our chuckles, it became clear to us that based on taste, O'Doul's was the real deal. Comments on the surveys called it "high class" and "clean and smooth."

"I could get drunk off this ..." wrote Taster No. 2, an independent female.

Taster No. 17, a Greek female, said that from her immediate impression she knew it was "gonna be good - the smell is great," and she finished off by calling it "something you'd like to crack open and relax with. So good, you wouldn't want to chug it."

Taster No. 14, an independent male, called it "Awesome. Like winning a billion dollars," and Taster No. 13, a Greek male, described it as an "excellent beer" with "European taste. Wunderbar."

In defense of those fooled by O'Doul's, the ingredients that comprise the beer are of a higher quality than the average Bud, which is reflected both in the taste and the price. It also has fewer calories than most every light beer on the market (about 70 per can), so those of you fighting those beer guts might consider pouring a dose of O'Doul's into your plastic cup while no one's looking.

Also, it should probably be said that O'Doul's does have *some* alcohol in it, with an average of 0.4 percent by volume. At that rate, you would have to drink almost 14 cans of O'Doul's to equal one can of Budweiser, or 30 cans of O'Doul's to equal one shot of Everclear.

-Brian Carlo

# Best buzz for your buck

While taste plays a huge part in our opinions of beer, let's be honest; we certainly aren't drinking Beast for its smooth texture and quality aftertaste.

We drink it 'cause it's cheap and it gets us drunk. But why bother torturing yourself with a bitter brew when you could be optimizing your beer budget?

We've compiled the average price per 12-ounce serving, along with the percentage of alcohol by volume and the number of calories per serving.

By sorting the alcohol content per cost, we were able to rank the beers to find those that are most alcoholic-ly economical.

Unfortunately, those brews that give you the best buzz for your buck didn't fare as well in our taste test, but once you've reached the point of total inebriation, it shouldn't matter anymore.

-Tom Clark

Rank	Beer Brand	Price per 12 ozs.	Percent alcohol	Calories per 12 ozs.
1	King Cobra	\$0.51	5.90%	166
2	Miller High Life	\$0.50	5.00%	96
3	Southpaw Light	\$0.51	5.00%	125
4	Milwaukee's Best Light	\$0.46	4.50%	100
5	Busch Light	\$0.51	4.20%	110
6	Bud Ice	\$0.74	5.50%	148
7	Budweiser	\$0.70	5.00%	145
8	Coors Original	\$0.70	5.00%	148
9	Natural Light	\$0.62	4.20%	110
10	Bud Light	\$0.70	4.20%	110
11	Coors Light	\$0.70	4.20%	102
12	Michelob Ultra	\$0.84	4.20%	95
13	Labatt Blue Light	\$0.80	4.00%	102
14	Sam Adams Boston Ale	\$1.34	4.94%	160
15	O'Doul's	\$0.78	0.40%	70

