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FOR IMMEDIATE RELEASE

THE TAP OF LUXURY PROVIDES MORE BEER, MORE OPTIONS, MORE STYLE
New Beer Dispensers by Perlick Change Luxury Home Entertaining Forever

MILWAUKEE, Wisc.—There's no argument among beer drinkers; cold draft beer tastes infinitely better than beer from bottles or cans. While being able to offer beer on tap at home has always been regarded as an entertaining luxury all its own, it is a luxury with one dilemma:

Which beer should you serve? After all, any refrigerated beer dispenser available for home use can only accommodate one type of beer at a time. Not anymore!

PERLICK CORPORATION, the company that has been providing professional bar and brewery products preceding *Prohibition*, is proud to unveil its all-new lineup of luxury *Beer Dispensers* for the home. These magnificent performers truly redefine the "home bar," for they can accommodate one, two, and even *three* different types of beer, on tap, at the same time creating the first bona fide, in home, "tap of luxury."



The 48-inch Beer Dispenser is configurable in numerous ways.

No other company makes beer dispensers comparable to those from PERLICK, especially when it comes to the range of options available to the luxury homeowner. Built into impressive, stainless-steel 48-inch cabinets with commercial grade stainless steel interiors, the PERLICK *Beer Dispenser* features single-zone refrigeration and the unequalled capacity to accommodate up to a half-barrel of beer along with two one-sixth "pony" kegs. In addition, each *Beer Dispenser* comes complete with a one, two or three faucet tap, a CO₂ tank and low-profile coupler for maximum capacity. PERLICK has made the daunting task of deciding what beer to serve effortless; simply serve a popular beer for most drinkers, along with a light beer, and a premium brew all at the same time.

(More)

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Available for indoor as well as outdoor use, the PERLICK *Beer Dispenser* can be installed as a free-standing or built-in cabinet. The 48-inch *Beer Dispenser* is also configurable in numerous ways; doors for the cabinet are available in solid stainless steel, thermally-insulated glass or wood overlay to match surrounding cabinetry, the dispenser offers one, two or three tap faucets, and the compartment may be coupled with PERLICK's new refrigerated drawers or refrigerator.

Since 1917, PERLICK has been the leader in commercial bar and beverage refrigeration and dispensing equipment. The PERLICK brand can be found in the finest restaurants, bars, stadiums, hotels and resorts in the world and is now available for those who want the ultimate hospitality suite for the home. Product line includes indoor and outdoor undercounter refrigerators, wine cellars, freezers, clear ice makers, freezer and refrigerator drawers and beer dispensers as well as countertop blender stations, cocktail centers and liquor displays. For more information about their all-new *Beer Dispensers*, contact PERLICK CORPORATION at (800) 558-5592, or visit www.bringperlickhome.com.

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This memorandum is submitted for your interest and for the purpose of confirming your instructions. If any statement is not in accord with your understanding or authorization, please notify us in writing immediately. – MERLOT MARKETING, INC.