




A taste of what you're missing

Due to an arcane, Prohibition-era law restricting alcohol by volume (ABV) in beer, nearly one-third of the world's beer styles can't be sold in North Carolina stores, breweries, restaurants or taprooms.

Throughout the world, these specialty beers are revered for their complex taste and often aged like fine wine.

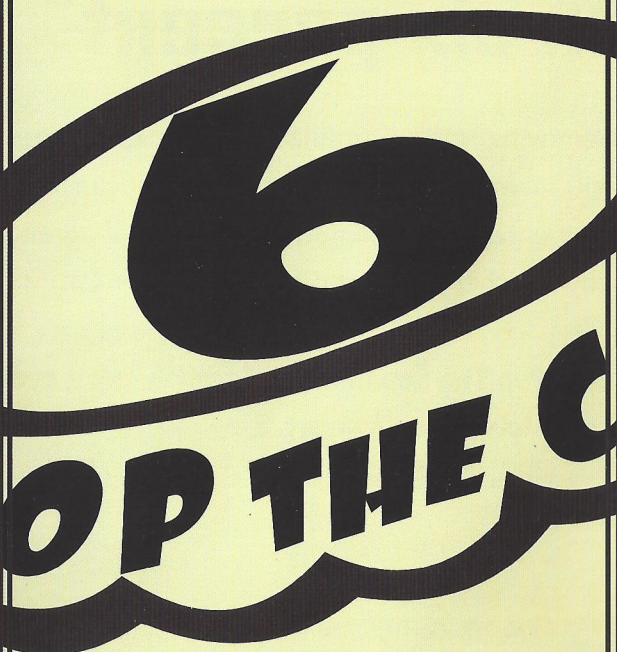
But the following beer styles are largely absent in North Carolina:

- Belgian Ale
- Imperial Stout
- Barleywine
- Scottish Ale
- German Bock
- Imperial IPA
- English Strong Ale



Forty-five other states allow beer enthusiasts to enjoy a full range of world-class ales and lagers. It's time for North Carolina to shake one of the last remnants of Prohibition.

It's time to Pop The Cap.



Pop The Cap is a North Carolina incorporated nonprofit.

For more information, visit www.popthecap.org

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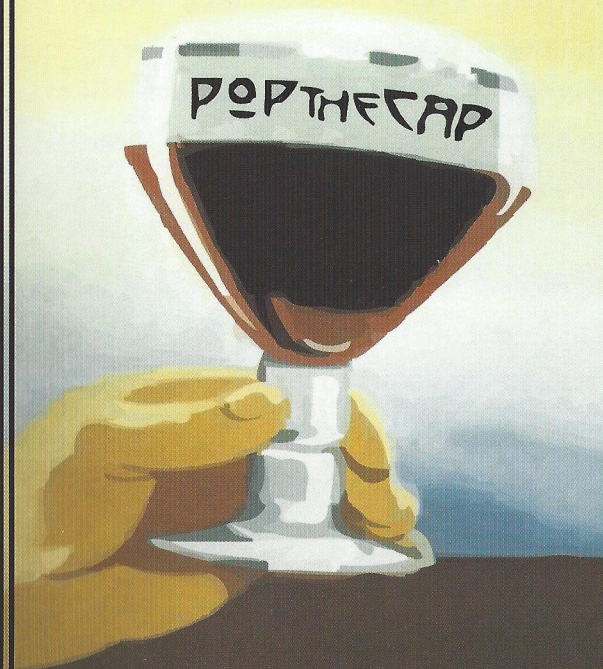
Sean Lilly Wilson, President, Pop The Cap
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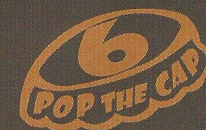
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ENJOY WORLD CLASS BEER
IN NORTH CAROLINA



North Carolina is **one of five states** to impose a 6% alcohol by volume cap on beer, making it **illegal to brew and sell** nearly one-third of the world's beer styles.

It's time to Pop The Cap.



www.popthecap.org

"and not more than six percent"

It's time to eliminate the "and not more than six percent" clause in North Carolina's legal definition of beer, which classifies malt beverages as "containing at least one-half of one percent (0.5%) and not more than six percent (6%) alcohol by volume."

The 6% beer law has an odd history: after the state repeal of Prohibition in 1935, mill owners pressured legislators to impose an alcohol cap on beer. Why? Mill owners were concerned employees wouldn't come to work on Mondays.

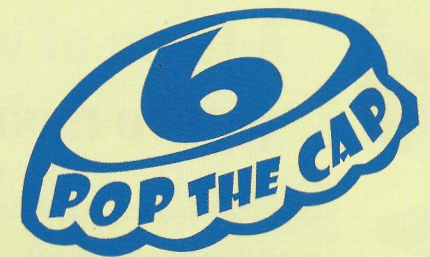
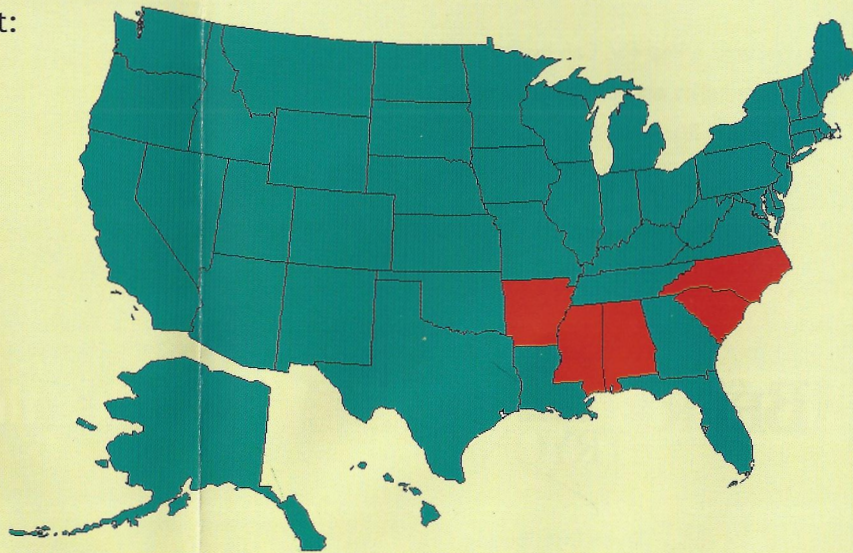
The 6% ABV cap continues to have profound and negative effects, as it:

- stifles the creativity of North Carolina's brewers
- restricts state revenue as thousands of North Carolinians legally purchase specialty beer in neighboring states
- limits your ability to choose from the full range of high-end specialty beers.

Removing North Carolina's 6% ABV cap on beer will increase consumer choice and advance free enterprise...something we can all agree on, whether we drink Chimay, PBR, or OJ.

Let's Pop The Cap in North Carolina. We'll even come to work on Monday.

North Carolina joins Arkansas, Alabama, Mississippi and South Carolina as the only states forcing a 6% ABV limit on beer.



What you can do

- Visit www.popthecap.org to learn more about our citizen-driven effort to remove the 6% ABV cap.
- Sign up for the monthly Pop The Cap newsletter. Simply send a "subscribe" e-mail to news@popthecap.org.
- Talk to your friends about the 6% ABV restriction and Pop The Cap.
- Take an extra brochure or two and give it to the manager of your favorite restaurant, store, or taproom specializing in specialty beer. Tell them about Pop The Cap and ask for their support. Then let us know who you've talked to!

**2005 could be the year.
Together, we can Pop The Cap.**

www.popthecap.org