



# BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee

November 2004

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## America - A country Founded on Beer?

In honor of the elections finally being over I thought maybe a little story of how beer has influenced America is in order.

Beer has had a huge impact on America, from the Pilgrims landing at Plymouth Rock because they were out of beer, to our early presidents being homebrewers. We have to ask the question: "Without beer, would America be what it is today?" We all know Ben Franklin said "Beer is living proof that God loves us and wants us to be happy". Did you know that both George Washington and Thomas Jefferson were homebrewers? Of course George also distilled his own whiskey but we'd get tossed in the hoosegow for sure over that. There was also great debate over taxing beer with those opposed to taxes winning. Why, it was even proposed we start a national brewery to make sure there would be no shortages! I'd like to know what ever happened to this kind of attitude among our leaders.

### George Washington: President & Beer Lover

(Excerpted from Brewed In America by Stanley Baron, 1962.)

The progress of the American brewing industry following the War of Independence has been summed up in the following terms by Victor S. Clark in his History of Manufactures in the United States:

"When the Constitution was adopted many housewives still brewed small beer for their families, and for fifty years thereafter numerous village breweries continued in operation with an equipment and a volume of business hardly exceeding those of a village bakery. . . . Until 1850, however, America manufactured more spirituous than fermented beverages, and it was not until ten years later that malt liquors gained the definite ascendancy they afterwards maintained."

Various factors were responsible for holding back the growth of the industry. One of these was the general lack of industrial progress in the chaotic years between the end of the war and the ratification of the Constitution, years when the country simply coasted along without any real government in control. But even after the Constitution had been accepted by the states, even after Washington had assumed the Presidency in New York and the Federalist principle had won out, industry was a long time getting started. There was not enough money for large-scale investment; the whole financial system of the country needed overhauling; the pattern of international trade had been distorted by the rupture with Great Britain.

In the course of all this, the question of the manufacture of malt liquors held a curious prominence; statements about its progress, value and future were made by a surprising number of important men of the period.

The President himself, as usual, was indulging his taste for good beer. On the day when New York was finally evacuated in 1783, General Washington had stopped at the old Bull's Head Tavern (located on the street which later became the Bowery) for a draught of ale. His headquarters when he was in New York City had been at the inn kept by Samuel Fraunces, whom he appointed his household steward when he later assumed the Presidency. As a President should, he set the tone for a "Buy American" policy; in a letter from Mount Vernon, on 29 January 1789, he wrote to the Marquis de Lafayette:

"We have already been too long subject to British prejudices. I use no porter or cheese in my family, but such as is made in America; both these articles may now be purchased of an excellent quality."

*Continued on page 5*

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## Upcoming Events

### Meeting Dates and

### Style-of-the-Month:

**November 17<sup>th</sup>:** Dave Cartwright of Specialty Beverage will come to talk about the beers that they carry. Specialty distributes many imported

beers.

**December 15<sup>th</sup>:** Christmas Party and Officer Elections.

**January 26<sup>th</sup>:** Brian Loughrey of Star Brands Importers, importers of Hacker-Pschorr, Paulaner, Murphy's, Fischer, and other well known brands will join us.

**February 23<sup>rd</sup>:** Brian Wrent of Stevens Point Brewing Co. Will join us



## Officer Elections

The elections are coming up in December with nominations in October and November. Think of who you'd like to see run and bring it up at the meeting.

For more information on the positions and election procedures, take a look at the club constitution posted on the web site under the "About Us" link.



## Big Brother Spreads It's Grip

The biggest brewery in Great Britain announced it would put cigarette-style health warnings on its bottles and cans of beer. The labels will tell customers how many units of alcohol each drink contains plus the recommended daily limits. The move by Scottish & Newcastle comes as the British government tries to stem binge

and underage drinking and works to limit the social and health damage done by alcohol abuse. The labels are not required, but are expected to

be adopted by other brewers. Scottish & Newcastle, which makes Fosters, Kronenbourg and Newcastle Brown Ale, will start by placing the message on containers of Newcastle Brown - a bottle of which contains 2.6 units. The labels will contain the message: "Responsible drinkers don't exceed three to four units a day for men, two to three for women." Coors, which produces Grolsch and Carling, said it has launched a similar scheme and will have the warnings, or "responsibility strap lines" as it prefers to call them, on new cans within a few weeks. Cans and bottles of Carling will have a message that says: "Enjoy Carling, take it easy." <http://www.realbeer.com/news/articles/news-002357.php>

## Budvar Campaign Attacks Global Brewers

Czech brewer Budwesier Budvar has launched an ad campaign slamming global brewers for damaging the heritage and quality of beers in the Czech Republic. The campaign, appearing in the main Czech daily newspapers, laments the death of traditional brewing in a country that itself sees as a "superpower of brewing." Budejovicky Budvar continues to be locked in a global dispute with America's Anheuser-Busch over who has the rights to the trademarks Budweiser and Bud. In dozens of countries, the Czech Republic's third largest brewer in terms of output, is going head to head with A-B, which is 100 times larger. Banned from the North American market under an agreement drawn up between the brewers in 1939, Budvar took its first steps back into the market three years ago with the launch of Czechvar, a label specifically developed to get round North America trademark restrictions. A-B has raised no objections. Distinguished Brands, which imports Czechvar, recently announced the first Czechvar will be available on draft in select markets beginning in January. The draft version will be tested in four cities, with interested bars expected to meet certain standards. They will be required to pre-order Czechvar, and the restaurant or bar must commit to serving a 50-liter Czechvar keg in three days, thus ensuring the freshness of the beer.

<http://www.realbeer.com/news/articles/news-002363.php>

## Celis Sales Fuel Michigan Brewing Expansion

Buoyed by sales of its Celis brand, Michigan Brewing Co. is planning a \$4 million expansion that will quadruple the size of its business. The firm plans to move its brewery, pub and beer-accessories store just a few hundred feet into a much larger 76,000-square-foot building from its current three-building configuration that comprises 18,000 square feet. The company hopes to make the move in March. "We're brewing more often, and we're selling more beer," president Bobby Mason said. "People are spending money on better beer and drinking less of it." The new brewery will be capable of producing 24,000 barrels next year without adding new equipment, Mason said. This year, the company, which employs 14, will make 5,800 barrels. Sales so far are up 25% compared with 2003, Mason said.



**Officer's Meeting and Social Hour**  
**Date: Wednesday, December 1st, 2004**  
**Time: 7:30pm for Officers**  
**Social hour at 8:30pm**  
**Place: Silver Spring House**  
**6655 N Green Bay Ave, Glendale**  
**414-352-3920**

**Please welcome our NEW MEMBERS:**

**Jason Kloss - Cudahy**

**Elliott Lyman III - Cudahy**

## PBR: A Fraternity of Beer

It's no coincidence that the initials of a new and suddenly hip fraternity at Oregon State University are PBR. Pi Beta Rho is sponsored by Pabst Blue Ribbon. Since the campus newspaper in Corvallis, Ore., ran a story on the brewery-supported fraternity, its six members have been flooded with questions about how they convinced Pabst to adopt PBR. "I'm overwhelmed," said junior Joel Van Dyke, a fish and wildlife major. "I didn't think it would catch on this big." Pabst has given the unaffiliated fraternity a variety of goodies, including signs, T-shirts and a dartboard. They're on display in the PBR House, a six-bedroom, faded blue clapboard home where the roommates live. What Pabst isn't supplying is beer.

<http://www.realbeer.com/news/articles/news-002364.php>

## Belgian Brewers Guild Honors Americans

Randy Thiel of Brewery Ommegang recently became the first American brewer knighted by the Knighthood of Brewers' Mashstaff in Belgium, joining three other Americans at an awards ceremony in Brussels. Thiel was recognized for his ongoing contributions to the art of Belgian brewing as practiced at Brewery Ommegang and in the U.S. He has been brewmaster at Brewery Ommegang since its inception in 1997, and has been responsible for the development and ongoing production of the five highly regarded Belgian-style ales the brewery produces. The ceremony in Brussels was presided over by Grand Master Jack Van Antwerpen and attended by the Knighthood of Brewers, as well as Laurent Demuyne, president of Duvel Moortgat USA and Brewery Ommegang. Other Americans inducted were Tom Peters, co-owner of Monk's Café in Philadelphia, Eddie Friedland, owner of Edward I. Friedland distributorship in North Philadelphia; and Joe Lipa of Merchant du Vin Importers. All are credited with helping create rising interest in Belgian beer in the United States.

## Quote of the Month

Jerald O'Kennard of the Beverage Testing Institute in Chicago on tasting beer: "The misconception is you need to learn how to taste. It's more a sense of recognition than a sense of taste."

*Source: Real Beer Page - (c) copyright 2004, Real Beer Media.*

## Monks fall for visiting beer girls, abandon vows

Associated Press  
Oct. 26, 2004 08:40 AM

PHNOM PENH, Cambodia - Life in a monastery didn't look so good after a couple of monks saw the beer girls.

The Cambodia Daily newspaper reports two Buddhist monks have abandoned their vows after falling in love with a pair of teenage beer girls. The girls had been selling brewskis across from the monks' temple in central Cambodia. Officials say the girls had been warned to leave the monks alone. But the chief monk accused the two monks of flirting with the beer girls. The monks, who are both 19, have now decided ditch the monastic life.

**YOU CAN'T BE A REAL COUNTRY UNLESS YOU HAVE A BEER AND AN AIRLINE, IT HELPS IF YOU HAVE SOME KINDA FOOTBALL TEAM, OR SOME NUCLEAR WEAPONS, BUT AT THE VERY LEAST YOU NEED A BEER.**

**- FRANK ZAPPA**



## Milwaukee's taste for lager makes brewpubs crawl

*(OK this article is from 2001 but it's still good)*

A new brewpub, Onopa Brewing, opened in Milwaukee on June 14, 2001.

Realize that this is only the fifth brewpub to open in Wisconsin's largest city-located in one of the state's richest counties. This, after 20-plus years of American craft beer...

Why on earth should a city identified nearly the world over as Beer City, USA, a city built with beer barons' fortunes, be so slow to foster the growth of brewpubs?

I posed that question to Dave Cartwright, owner of Specialty Beverage of Franklin, WI, one of the few beer distributors in the Midwest to specialize in craft brews.

"As much of a beer town as Milwaukee is supposed to be, it's got something of an identity crisis," Cartwright said. Milwaukeeans must be somewhat ambivalent about their identification as residents of Beer City, USA. Why else would a benign emblem for the city's Convention and Visitors' Bureau, a circular icon dubbed "Genuine American," have been the subject of controversy for its uncanny resemblance to a crown cap of a Miller Genuine Draft beer bottle?

"Perhaps it has been harder for brewpubs to get established because of the strength of the big breweries that gave Milwaukee its reputation as a brewing center," mused Cartwright.

A more subtle-but still powerful--influence is that brewpubs make beer that tastes "different." And "different" is a tough sell locally, according to Cartwright.

"Customers are driven by marketing to try what they are told they will like," says Cartwright. Could the paucity of brewpubs be as simple as a matter of taste?

St. Louis, another Midwestern river city with a megabrewer, has a better record for brewpubs-per-capita than Milwaukee. Its first brewpub was the St. Louis Taproom for Schlafly Beers, with five more brewpubs opening in the decade that followed.

Obviously, the issues of consumer loyalty, distribution and shelf space dominate beer sales in these two brewing city-states, where most beer menus are still recited, "Miller, Miller Lite, MGD," or, "Bud, Bud Light, Michelob."

That said, Milwaukee's brewpubs are far from ailing. Both the chain unit of Rock Bottom and the independent Milwaukee Ale House report robust sales. The exceptional longevity of the Water St. Brewery makes it a landmark for the brewpub industry. Cartwright adds, "I used to live in Portland, Oregon, which is a city that's ahead of the curve for brewpubs, so I noticed the difference when I moved back to Wisconsin. But even in Madison (the Wisconsin capital and home to the University of Wisconsin), retailers both on and off premise seem a lot more receptive to a new brand or a beer style that's a little unusual."

Beer brands that a fishing buddy calls, "exotics" (as in, "Hand me an exotic from the cooler") are the mainstay of business for Cartwright. He began the Specialty Beverage distribution company in the fall of 1998,

when Pioneer Brewing Company bought the brands formerly brewed by Wisconsin Brewing Co., and now represents more than a dozen domestic breweries and some Belgian and Czech imports, too.

Specialty Beverage promotes craft brews in much the same way that Spirit of Milwaukee, a local nonprofit, promotes Milwaukee. You could call it, "evangelism." A spokesperson for the Spirit of Milwaukee, says, "We give grants to organizations that promote Milwaukee, such as the Lake Schooner project that showcases the history of sailing on the Great Lakes."

When I asked about promoting the brewing history of Milwaukee through the fledgling Beer Museum, the spokesman responded, "The city's brewing heritage is a rich and long one, and certainly a beer museum is something that's an intriguing idea."

Evangelism is the mode of operation for the Beer Museum these days. When I first wrote about the Beer Museum in 1998, the plans were to have a site downtown, with a working brewpub on the premises, plus an interactive display of brewing techniques.

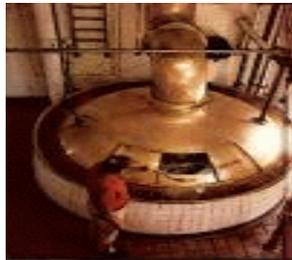
But the Beer Museum board of directors must first solve this conundrum. The Beer Museum has yet to secure the kind of funding that would help develop a permanent site-or vice versa, to find the permanent, central location that would aid in securing major funds. Board reorganizations in the last year point to progress.

As of spring 2001, a new board of directors, headed by Gary Luther (retired Miller executive and former MBAA president), seeks permanent exhibit space for the Beer Museum in Milwaukee.

Maybe this year, the Spirit of Milwaukee will recognize that the city's spirit owes much of its gusto to beer.

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## Beer Reviews



## Moctezuma and Me

by Mike Chaltry

Diane and I have recently returned from an 11-day trip to Mexico and I thought I would write a short article about it. Yeah, we drank a lot of beer. However, writing an article about Mexican beer is like writing about Swiss navel victories. Not much to write about.

Let's start at the top. We both agreed that the best beer in Mexico is Negra Modelo. This is one of the only commercially mass-produced Vienna style beers in the world. This is also the closest thing Mexico has to a dark beer. At first I was disappointed by this fact, but after a week of sweating my huevos off in 95 degree weather, I discovered the beauty

of lighter bodied beers. Of these our favorites were Superior and Montejo. Montejo is made by the Yucateca Brewery, which also makes a (slightly) darker beer called Leon, also quite bearable. We tried all the others, most of which can be found in the U.S, such as Tecate, Dos XX, Dos XX Amber, Sol (later deemed "Shit Outta Luck" beer), Indio, Modelo Especial, Pacifico and Bohemia. There's not much separating the rest of these. Surprisingly, Dos XX is served in a green bottle in Mexico, along with the requisite light-struck skunkiness. Bohemia is a little more European tasting than the rest, closer to a true pilsener. The Amber is just Dos XX with a little food coloring added, but at least it was served in brown bottles.

Last, and least, we have Corona. I had to do it. I've had Budweisers in Italy and Ireland and I tried a Heineken in Belgium (brown bottle, go figure). It's fun to see the small differences in how beers are sold in different countries. So I order a Corona in a non-touristy bar and the bartender gives me a sideways glance like he's saying "Really?" It's been rumored that Hawaii sends us their worst pineapples. Columbia only ships their lowest grade coffee to us. Corona, however, is just as bad down there as it is up here. This must be the reason that Mexicans started putting limes in their beers. All along I thought it was to prevent scurvy.

Lime juice is really quite popular below the border. They put it in everything, including their beers. In most bars, however, they have the limes in a bowl instead of assuming that you want the lime in your beer (although with Corona, that's a pretty safe assumption). Another unusual twist available in most bars was Michelada. This is created by adding lime juice, Worcestershire sauce, hot sauce, soy sauce and black pepper to a beer. Michelada must be Spanish for Beerdy Mary. We tried ordering it once but the waiter misunderstood my gringo Espanol and gave us lime juice and salt only. I'll try it at home the next time someone gives me a sixpack of macrobeer. Another nice feature in the smaller bars was getting "botanas" with your beers. These are simple appetisers that come free with your beer. Typically you would get 3 with your first beer and a couple more with another round. We never got past a second round because we were too full. You would get things like egg enchiladas or tuna salad. One dish we tried looked like pickled fish (in lime juice, of course). We were about half the way through it when we asked the bartender what the crunchy white strip down the middle of the fish was. Ends up we were eating pickled pigs ears. For those of you that are curious, cartilage doesn't really taste like much (and yes, we did finish it).

During our beer explorations, we fit in time for mucho tequila samplings. But that's another article. And concerning my battle with Moctezuma (or Montezuma in the U.S.), I am proud to announce that my foe has been vanquished.

Next.

*(FYI - Dos Equis amber is also a Vienna style beer. Dos Equis means two X, hence the XX. For more see <http://lonestar.texas.net/~wombat/beer.html> or [http://www.femsa.com/qsomos\\_sub.asp?sub\\_id=cerveza](http://www.femsa.com/qsomos_sub.asp?sub_id=cerveza) or <http://www.gmodelo.com.mx/eng/home.html>. My personal experience has been the longer you stay in that huevos sweating weather the better this stuff tastes)*

**I WAS AT A BAR NURSING A BEER.**

**MY NIPPLE WAS GETTING QUITE SOGGY.**

**- EMO PHILIPS**

### *George Washington - Cont. from page 1*

Once, of course, he had bought his beer from English suppliers, but no longer. His wife also seemed to have learned the same lesson. In May 1789, en route from Mount Vernon to join the President in New York, Martha Washington stopped off in Philadelphia and entertained some distinguished guests, among them the brewer Robert Hare. A list of what the guests drank follows:

"10 bottles of Madeira, one bottle of champagne, 2 bottles of claret, 45 bowls of punch, 10 bottles of American porter, one bottle of Taunton Ale, 2 bottles of crab cider."

The "10 bottles of American porter" are reassuring, but what is one to make of the "Taunton ale"? Was there one particularly eccentric guest whose taste had to be propitiated?

In the years preceding his assumption of the Presidency, Washington was a steady customer of Robert Hare. Son of a porter brewer in Lime-house, Hare had emigrated to Philadelphia in 1773 with a gift from his father of £1500. He chose first to do some traveling, in order to get the measure of the colonies, and then sometime in 1774 he started (in partnership with J. Warren, also of London) brewing porter -- probably the first ever made in this country. Hare's son, Robert, Jr., took some part in the brewing business, but left it for a career of his own; in fact, he became one of the well-known scientists of the early nineteenth century. The elder Hare died in 1810, and the business was afterward conducted by people unconnected with the family.

The brewers, as mentioned before, had their share in the ratification festivities in 1788. The one which took place in Baltimore on 1 May was among the first. "As soon as it was known in town that the constitution for the United States of America was ratified, and our convention dissolved, the joy of the people was extreme." The grand procession included a group of Baltimore brewers and distillers, preceded by Messrs. Peters and Johonnot.

Most of the cities and towns had Fourth of July processions that year, since in many cases that date coincided with ratification. This happened in Portsmouth, New Hampshire, and Winchester, Virginia, among others. Philadelphia managed also to have its procession on that date, and it turned out to be an elaborate, lively affair. As for the brewers, they were "ten in number, headed by Reuben Haines, with ten ears of barley in their hats, and fashes [fasces] of hop vines, carrying malt shovels and mashing-oars, . . . a standard carried by Luke Morris, decorated with the brewers arms, and the motto, 'Home brew'd is best.'"

Because the New York delegates to their state constitutional convention in Poughkeepsie delayed so long in agreeing to ratify, the celebrations there were held up until 28 July. On that day, though, New York had a memorable parade which "exceeded all previous demonstrations in the country."

One of the brewers' flags bore this message: "May he be choaked with the grains, or drowned in hot ale whose business it is to brew mischief." There were twenty brewers and maltsters in all who took part in the procession. The motto of the brewers was "Ale, proper drink for Americans."

"I beg you will send me," Washington wrote to Clement Biddle on 20 July 1788, "a gross of Mr. Hairs best bottled Porter if the price is not much enhanced by the copius droughts you took of it at the late Procession." Robert Hare's prices apparently did not go up as a result of the Philadelphia procession, and so Washington wrote again to Clement

Biddle on 4 August 1788:

"As the price of Porter according to your Account has not been enhanced and is good in quality, I beg if this letter gets to hand in time, that you would add another gross to the one ordered in my former letter."

Even in 1790, when Washington was in residence at Federal Hall in Wall Street, his secretary Tobias Lear was writing to Philadelphia on his behalf:

"Will you be so good as to desire Mr. Hare to have if he continues to make the best Porter in Philadelphia 3 gross of his best put up for Mount Vernon? as the President means to visit that place in the recess of Congress and it is probable there will be a large demand for Porter at that time."

"The best Porter in Philadelphia" -- surely a recommendation Hare could have used to good effect, if it had come into his hands. Washington certainly appears to have favored Hare's product; sometime before November 1790 the brewery was destroyed by fire, and Washington wrote from Mount Vernon that he was sorry "on public as well as private accts., to hear of Mr. Hares loss." At the same time he judiciously instructed Tobias Lear, "You wd. do well to lay in a pretty good Stock of his, or some other Porter."

It is interesting to notice that Hare's porter was ordered not directly from his brewery, but through a middleman, Clement Biddle. The latter, an experienced importer and merchant, would have all the facilities for shipping such merchandise out of Philadelphia. Clearly, the brewer at that period, even a successful brewer like Hare, concentrated on producing the beer, and left the delivery or shipment of it to an agent. He probably had his own round of calls to neighborhood customers and taverns; in the nineteenth century, brewers maintained large stables of horses for just this reason. But the shipping of beer outside the city in which it was brewed was almost always undertaken by a commission agent of some sort -- a scheme which gradually developed into the modern system of delivery by distributors.

Robert Hare was no longer mentioned by name in 1796 when Washington was making arrangements for leaving the Presidency and returning to his beloved Mount Vernon:

"Before we leave this, we shall send several other matters round, but whenever they are shipped you shall have notice thereof that they may be taken from Alexandria so soon as they arrive there; at which time procure a groce of good Porter to be taken down along with them. In the meantime, have a few Bottles of Porter there, and some wine for particular company, who may be particularly recommended to you by myself."

Washington was procuring his porter during the early 1790s from another brewer in Philadelphia, Benjamin Wistar Morris. One of the many brewer descendants of Anthony Morris, Benjamin advertised as early as June 1788 that he bottled and sold "Philadelphia Porter, Beer and Cyder . . . at the corner of Dock and Pear sts." This must have been the brewery built in 1745 by Anthony Morris IV -- the location chosen because of springs which were found on the property.

*R e a d m o r e a t :*  
<http://www.beerhistory.com/library/holdings/washingtonbeerlover.shtml>

## This Month's Meeting

The **Wednesday November 17th** meeting will be held at Clifford's Supper Club, 10448 W. Forest Home Ave., Hales Corners. The meeting will start promptly at 7:30pm. Admission to this meeting is \$5.00. Meetings are almost always the **4<sup>th</sup> Wednesday** of the month except November and December which are the third Wednesday.

This month we'll be joined by Dave Cartwright of Specialty Beverage. They are one of the major import distributors in Wisconsin.



***Please support Clifford's Supper Club with your patronage***

Clifford's allows us to use their banquet room at reduced charge to the Beer Barons. Your support will help show our appreciation.

***Famous for their Fish Fry***

Served both Wednesday and Friday  
Cocktail Hour 3 - 6 pm

## Membership Information

The Beer Barons of Milwaukee is open to anyone 21 years of age or older. Annual dues, which cover the cost of producing this newsletter, are \$15.00. In addition, we normally charge a \$5.00 fee for each meeting attended to cover the cost of the featured beer style we taste that evening. However, additional fees may be required to cover the cost of special events such as the annual party in December. Annual dues may be paid at the monthly meeting, or a check may be sent to:

**Treasurer, Beer Barons of Milwaukee  
P.O. Box 270012  
Milwaukee, WI 53227**

This newsletter will be sent free of charge to prospective members for 3 months. The date that appears on the address label of your newsletter is the date that your membership expires. We do not send out reminders, so be sure to check the date on the label to see when it is time to renew.

BARON MIND is published monthly by the BEER BARONS OF MILWAUKEE, a non-profit organization. If you have an article or information that you would like to contribute to the newsletter, you can e-mail it to the newsletter editor or mail it to the clubs mailing address at: **Beer Barons of Milwaukee, P.O. Box 270012, Milwaukee, WI 53227.**

# BARON MIND

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**First Class**

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