

# Beer magazine

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## REDEFINING "BIG BEER"

Two years after the term "wardrobe malfunction" entered our lexicon, another Super Bowl managed to stir up some (albeit not as much) controversy. This time, instead of Janet's right breast, we got to see a 22-foot-long, 8-foot-diameter can of Full Throttle run a Red Bull-toting compact off the road. (Search YouTube for "Full Throttle Super Bowl XL" if your Super Sunday memory is as fuzzy as ours.) It seems the American Trucking Association didn't agree with the negative stereotype presented in the commercial, and as a result of their protests, Coke pulled it off the air. But that's not the end of this tale. Dave Leach, a self-professed collector of world's largest items, scored the trailer on eBay, and after a year of badly needed repair work, he contacted Road Rage Designs for a make-over. Mike Grillo and his crew were able to turn this portable energy drink promo into a can of Heileman's Old Style® Beer as a tribute to Dave's father. Armed with brewery-supplied artwork, they created an authentic replica of the 70s-era Chicago favorite down to the logo, stock number, and born-on date. There's nothing like some Avery® film and a big-ass printer in the hands of an expert to make us thirsty!

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