

noteworthy trends

An International Spin On Backyard Fun

(NAPSA)—When it comes to your next backyard barbecue, going Dutch may be just the right move to spice things up. That's what a growing number of consumers are finding as they look for new international flavors and fun.

For example, many are finding culinary success by pairing a fiery Caribbean dish, such as Jamaican Jerk Chicken hot off the grill, with a classic, crisp Dutch-style lager—one that's light in color and has a full-bodied taste.

One recipe for Jerk Chicken, from the experts at Walkerswood Caribbean Foods, even adds beer as one of the ingredients.

Bringing the beer is more convenient than ever. Marketers for Grolsch, one of the most popular premium lagers sold in the U.S., have announced the launch of a 4-pack carrier featuring its signature Swingtop bottle. The new packaging, now available in stores, makes it easier for consumers to add some international flair to their outdoor cooking this summer.

Distinctive packaging is nothing new for this Dutch brewer. Its green embossed bottle, with the re-sealable, white Swingtop has been a distinctive trademark since 1897 and has become synonymous with quality and freshness.

Once a consumer brings the product home, the obvious question is how best to serve it? The brewer recommends the following steps:



A popular Dutch beer has introduced a new way for consumers to carry their product home.

- Serve at a temperature between 43° F to 46° F.

- Avoid the slightest trace of grease in the glasses. Rinse them thoroughly with warm water. Do not dry them; just let them drain. Rinse the glasses with cold water just before pouring.

- Tilt the glass at a slight angle and pour the beer steadily until the glass is three-quarters full, then hold the glass upright, allowing a one-and-a-half-inch head to rise.

- Fill the glass to the top and as they say in Holland—"Proost"—which is Dutch for cheers.

Grolsch has been slow-brewed since 1615 with a smooth, rich taste, that's as unique as its Swingtop bottle.

To learn more about Grolsch beer and Caribbean cooking, visit the Web sites at www.grolschlager.com and at www.walkerswood.com.