

Skunky Beer Alert!

Beer is a perishable product — More perishable than milk!

When beer is exposed to sunlight of fluorescent light, the flavor component from the hops are degraded into a substance called mercaptan. This highly aromatic compound is used to give natural gas its distinctive aroma. It is also found in the defensive fluid sprayed by common skunks.



Beer in clear and green bottles is particularly susceptible to "skunking" but any bottled beer can be degraded by exposure to light. If you've purchased this beer from a store with a brightly-lit display case, it's probably damaged.

What can you do?

- Educate store management — They may not be aware of the effects of light on bottled beer.
- Ask a clerk to sell you beer from a **sealed case**.
- Buy your beer in cans if you must.



Share this information with your friends. Help us stamp out skunky beer!

The Campaign Against Skunky Beer
Box 1016 - Duvall, WA 98019

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