

7.21.16

Atwater Brewery

Purple Gang Pilsner – Launch Elements

16\_ATW\_61

**Stick em Anywhere Lines:**

The Purple Gang is back

Tougher than any IPA

This pilsner is tougher than any IPA

Pilsner isn't purple, but it's gang is

The Purple Gang wants their Pilsner Back

Shoot

Gunning toward this Pilsner since the 20's

Gunning toward this Purple Pilsner since 1920

Pow

Snap back into the 20's with this Pilsner

Make way IPA's

Back away from the Purple Gang's Pilsner

Muscling through depression since 1920

Something old, something new, something German, and something for you

The only Pilsner worth the Purple Gang's attention

This pilsner is worth stealing

The pilsner worth stealing

Tougher when together

Tougher with pilsner

Don't let this pilsner get any funny ideas

This pilsner is in the funny business industry

It's time to throw this purple gang pilsner behind bars

I wouldn't try stealing this German pilsner

Don't smuggle this pilsner in public

Don't test us if you're weak

Testify, if you dare

People were afraid to testify against purple gang AND testify that this pilsner is  
awesome

Scratch that, go with the pilsner

Scratch that, pilsner is prized now

IPA's are booming right now

scratch out IPA and put Pilsner over it

**TABLE TALKER:**

WANTED: PURPLE PILSNER

IPA's are teaming up to throw the Purple Gang Pilsner behind bars.

Charges: being a Lager in an Ale society

(if room for more copy, list the charges the purple pilsner faces. List more of the differences  
between Lagers and ales)

IPA's are booming right now

scratch out IPA and put Pilsner over it

**20's GANG TERMS:**

Goon - Thug

A grifters prized pilsner

Grifter - Con man

You might want to start packing heat when/while you have/carry this pilsner

Packing Heat - Carrying a gun

They(have) were (been) glomming this pilsner since the 20s

Glomming since the 20s

Glomming - Stealing

This pilsner was bent by the Purple gang

Bent - Stolen

Some pilsner is worth the scratch

This Pilsner is worth the scratch

Cabbage or Scratch - Money

A dewdropper would dream of this purple pilsner

Any dewdroppers dream

Dewdropper - Unemployed man who spends his days sleeping

Some Shylocks would only take this pilsner as payment

Some Shylocks would take this purple pilsner as payment

Shylock - A loanshark

Every sheik wants to be seen with this

Every sheik feels safer with this

Every sheik feels tougher with this pilsner

Sheik - An attractive man

Don't bet this Purple Pilsner on any bangtail

Bangtail - Racehorse

**INSPIRATION:**

Let me at em, let me at em....

Why I outta....

Godfather and Scarface

"Something old, something new, something borrowed, and something blue"

badass/tough terms

smuggling/stealing

behind bars