Mountaineering①.

FUNDAMENTALS OF MOUNTAINEERING

What is mountaineering all about? Funny you should ask. Because we just happen to have an answer. (Ah-h, life's little coincidences.) Mountaineering is a skill, a science and an art. Yet anyone with a thirst for excellence and normally developed motor skills can master it. Simply study these fundamentals and follow them faithfully.

1. Step one, appropriately enough, starts by selecting the correct site. To do so, pick up a bottle of Busch. This is commonly called heading for the mountains.

2. Okay, here's where the fun begins. Hold the mountain firmly in your left hand, grasp the mountain top with your right hand and twist the little fellow off. There you go.

3. Now for the tricky part. Neophytes, listen up: the proper pour is straight down the center of the glass. Only in this way will the cold, invigorating taste of the mountain come to a head.

4. Ones poured, pacing becomes paramount. As any seasoned mountaineer will tell you, the only way to down a mountain is slowly, smoothly and steadily—savoring every swallow of the brew that is Busch. If you're a bit awkward at first, don't be discouraged. Perfection takes practice. Soon enough, having emptied your glass and filled your soul, you too will be a mountaineer.

Don't just reach for a beer. Head for the mountains.

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