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The Rootbeer Brothers

- Jeff & Adam -



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Wednesday, October 8, 2008

Dad's Classic Draft Root Beer - A Special Root Beer



"Any root beer can be Father's brew. It takes a special root beer to be Dad's brew."

Dad's is a decent brew with no frills, but is rich in full-flavored history. Born and bred in Chicago, IL in early 1937, Dad's fanfare has grown steadily ever since. At one time, Dad's was the second most sold root beer. Can you guess what its main competitor was? Yep, the standard - A&W.

Some Fun Facts:

Did you know that Dad's was the first product ever to use a six-pack format? Also, interesting to note is the unique marketing strategy employed by Dad's. It was originally sold in three sizes: a half gallon size - "Papa", a full quart size - "Mama", and the 7oz or 10oz, "Junior" sizes, consisted of six bottle carry-outs.

Dad's color and odor are about on par with that of the standard. Pouring Dad's into my trusty mug proved not to produce very much head at all. In fact, A&W's head had about twice as much foam as Dad's. Dad's does have a rich, dark thick flavor that ends with a creamy caramel aftertaste. The aftertaste was a bit too much.

Dad's is a cane sugar brew, but I don't think it is in the same league as many of the other cane sugar brews out there, most notably, Virgil's.

I give Dad's a respectable **2.5 Frosty Mugs**.

-Jeff