



**TEXAS ALCOHOLIC BEVERAGE COMMISSION
CERTIFICATE OF APPROVAL OF LABELS FOR
ALL MALT BEVERAGES BOTTLED OR PACKED**

Date: 10/02/2007

Label License Number: 672909

Pursuant to the application of : NEW BELGIUM BREWING CO. INC.

Holder of permit/license number : S446012

Brand : 1554 ENLIGHTENED BLACK ALE (ADD SIZE)
Class : ALE
Vintage : N/A
Appellation : N/A
Style : N/A
Size(s) : 22 OZ
Container Type : BOTTLE
Container Material : GLASS
Stated Alc. Content : 5.6% ALC/VOL
Tested Alc. Content : N/A
TTB Number : 07115001000244

are hereby approved.

This approval is issued only for the above name applicant and shall remain in effect unless there be a change in the label, contents, style, or size of the container or unless otherwise stated herein.

Labels approved by this certificate are for use on containers having the same capacity as represented hereon.

This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act, the Texas Alcoholic Beverage Code, or any Rules and Regulations thereunder, resulting from the failure of any container bearing the labels herein approved, or the contents of such container, to conform to the statements and representations made on such labels.

**Steve Greinert
Compliance Manager**

**c/o NEW BELGIUM BREWING CO. INC.
500 LINDEN ST
FORT COLLINS, CO 80524**



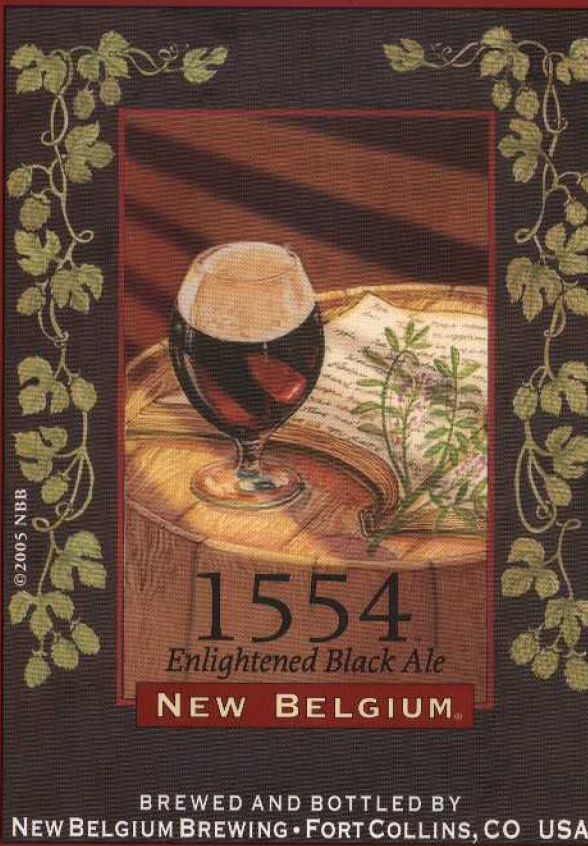
TEXAS ALCOHOLIC BEVERAGE COMMISSION

1554
Enlightened Black Ale
NEW BELGIUM
We'd love to have you stop by the brewery! -Jeff & Kim
500 Linden, Fort Collins, CO 80524 (888) NBB-4044
Please Cruise to our Web Site: www.newbelgium.com



1554
Enlightened Black Ale
NEW BELGIUM
OK+

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS. New Belgium Brewing Company is Wind Powered and Employee Owned. Savor the Flavor.



1554 Enlightened Black Ale redefines the phrase keeping time in a bottle. From an ancient, crumbling Belgian library book, our intrepid researchers found references to this obscure style dating back to the year 1554. Overcoming obsolete script and units of measurement, our brewers discovered an ale with a surprisingly bright taste and a dry, chocolaty finish—one evocative of dark brews enjoyed in Belgian taverns 500 years ago.

 Serve at
7°C (45°F)

KEEP REFRIGERATED
ALC. 5.6% BY VOL.
BEST BEFORE:

22 FL. OZ. (650ML)
(ONE PINT 6 FL. OZ.)