

HEADWEAR THAT BOASTS YOU DRINK ONLY THE BEST

The Real Deal Brazil Craft Beer Cap Hat Band: Recycled Wearable Art in Celebration of Gettin' Hoppy

At the Real Deal Brazil, we wear our passion for passionately brewed beer on our sleeves. To be more specific, we wear it on our hats. Our one-of-a-kind Brazilian recycled-tarp hats.

Our new Craft Beer Cap Hat Bands burp it loud, and belch it proud: We only drink, and wear, the very best.

Our aim is always to include as wide a variety of quality beer brands among our caps as possible, with our home-state North Carolina brewers strongly represented, particularly top regionals like World Beer Cup gold-medal winner Duck-Rabbit in Farmville. We also mix in caps from some of the tastier and more interesting imports, and even a couple craft hard ciders.

A lot of solid brews, however, don't make the cut; they're just too pervasive in the marketplace. Sam Adams? Sorry, Mr. Brewer-Patriot. Heineken? As the Dutch themselves say, *neen!*

Consistently getting any quantity of quality used craft-beer caps is a challenge, though the actual crafting of our hat bands itself is very straight-

forward: We cleanly double-punch all caps so they slide easily onto the strong synthetic cord, then uniformly space them a meager distance apart, affixing them with a high-melt-point glue.

The changing combinations of graphics, colors and text transform these slender hat adornments into no-two-the-same works of wearable art, and hip advertisements for a brew-centric life of hoppy, malty obsessions.



Our Real Deal Brazil recycled-tarp hat, the prodigiously cool headwear of actor Woody Harrelson in the 2009 Hollywood blockbuster *Zombieland*, is part of our full line of hats, bags and personal accessories handmade in rural Brazil from weathered recycled canvas tarps that once stretched across the beds of cross-country cargo trucks.

Our Craft Beer Cap Hat Bands, however, hail from right here in the U.S.A., though they share the same fundamental feature with all of our products: They're handmade from recycled stuff! Even the cord is recycled, from our sister hammock business. Our craft and import caps are actually culled from many other beer tops collected from several local imbibing establishments that would otherwise be throwing them all away.

And yes, we do contribute a few stray caps ourselves. For the team. We do it for the team.

Available through realdealbrazil.com; click link for "Tarp Hats." Price \$23.99 per hat band.



