

PASADENA STAR-NEWS



Rock the Beer Vote bellying up to the ballot

By Janette Williams Staff Writer



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A.J. Sacher, the regional manager of Barney's Beanery, starts its 'Rock the Beer Vote' on Tuesday, at its Old Pasadena restaurant with a seven-day beer tally leading up to Election Day as one way of predicting the outcome

PASADENA - Somehow it tapped into voter preference in the 2008 presidential election, and now the highly unscientific "Rock the Beer Vote" at Barney's Beanery in Old Pasadena will try to predict the state's gubernatorial and senate races.

On Tuesday, A.J. Sacher was attaching the four candidates' beer-proof laminated head-shots to the taps behind the bar for the first day of "beer voting."

Buy a pint, cast a vote is again the theme - which can cause some anguish among beer drinkers whose favorite beer doesn't match their favorite politician, said Sacher, the five-chain restaurant's regional manager.

But don't take any political message from the brew choice, he said. They just pick the most popular beers to attach the candidates to: Meg Whitman, Bud Lite; Jerry Brown, Miller Lite; Barbara Boxer, Heineken; and Carly Fiorina, Stella Artois.

Suitable photos to tape to the taps were hard to come by, Sacher said.

"Jerry Brown was tough - should we use the old Jerry with the hair? Or old Jerry," Sacher mused.

Expressions, he said, were easier. "Jerry always looks the same," as do Whitman and Fiorina. "But Barbara's got a lot out there."

Natalie and Modesto Valenzuela of La Puente, arriving for lunch Tuesday as the candidates were being set up, thought it was an interesting idea.

"It's fun, and it's silly," Natalie Valenzuela said.

But her husband saw a bit of a problem.

"I couldn't buy Bud Lite," he said looking over at the bar. Whitman, he said, "would detract from my beer of choice."

For the first few days, tallies from the computerized cash registers will be updated periodically on a wall board, Sacher said. But a couple of days before Nov. 2, he said, they will crank up the pace and "try to be on it all day."

None of the candidates or their staffs expressed any interest in the poll results, Sacher said.

But, he said, hopes are that the beer-drinking vote will tune in Election Night to what a company spokesman said would be a "strategically placed TV monitor tuned to a rotating series of political commentators as the votes roll in across the land." Instead of football.

Rene Barrios, 24, of Alhambra said vote by beer choice was a "pretty fun concept."

"I think it's a great way to get the inebriated vote out," he joked.

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