



WORM EATERS' DIGEST

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Official News From W.O.W. (World-wide Order of the Worm)

Fall 1998

Shoot It. Eat It. SCORE!

This fall, the *puck* stops here as Monte's table hockey skates into town. It's Monte Alban's "Shoot It. Eat It. SCORE!" program. Ask your favorite drinking establishment when they'll be throwing their Monte Alban *Puck Off* party. Participating taverns nationwide will offer fans of both hockey and Monte Alban Mezcal a new way to enjoy the sport. Unique hockey goal table tents feature Monte "the Goalie" challenging participants to try flicking a coin into his goal. When asked why mini-pucks weren't included with the table tents, Monte casually replied *he didn't give a puck!* So take a shot at Monte's table hockey. Get over to your local tavern and get in the game!



Monte Worms His Way To Sturgis

After cruising his Harley over several thousand miles of blacktop, gravel, and dirt roads (and picking an equal amount of bugs from his teeth), Monte arrived at the world-famous Mecca of motorcycle enthusiasts – the 58th Annual Motorcycle Rally in Sturgis, South Dakota. Joining Monte at the rally was this year's "Worm Your Way To Sturgis" winner, John Bramante. In addition to witnessing a record number of bikers consuming genuine agave worms, John took in all the sights, sounds and festivities Sturgis had to offer. It was definitely a once-in-a-lifetime experience he won't soon forget! Kenneth Rhodes and Delbert Williams each won Harley-Davidson leather jackets while 100 additional winners all received Monte Alban bandannas. Congratulations to all winners and many thanks to all who participated!



W.O.W. WINNERS

Attention all *worm eaters!* The following W.O.W. members were picked as the winners of our quarterly drawing to receive Monte Alban t-shirts, hats and other prizes. If your name happens to be one of them, Congratulations! If it isn't...oh well, maybe next issue!

Charles West
Berwyn, IL

Betty Mayes
Fort Myers, FL

Kim Stromberg
Satellite Beach, FL

Robert J. McKenzie
Hampton, VA

Henry Hurlbut
Denver, CO

The Mystique Of Mezcal

Part 1: Just what the heck is it?

Contrary to what you may have heard, Mezcal is NOT Tequila nor is it made from cactus juice. In fact, Mezcal was originated as a substitute for, of all things, Rum! During the mid sixteenth century, Spanish conquistadors had just conquered the New World (what was to become Mexico) only to discover they had run out of their traditional rum libation. As the battle-scarred soldiers searched for something else to celebrate with, word spread of the Aztec mountain-top settlement of Monte Alban, and of a potent elixir produced there. Made from the fermented juice of the Blue Agave plant (a distant cousin of the Water Lily), the high priests called their potion *pulque* and used it as a form of medicine. Not quite satisfied with its potency, the Spaniards began experimenting with the formula by chopping off the agave stems, cooking the heart of the plant, pressing the pulp then distilling its juice. The result was a wonderfully smooth concoction with the *kick* of a Brahma bull! Thus, the birth of Mezcal. So, what's with the worm? Find out in the next issue!



The Quaker Steak & Lube Worm Update

When Quaker Steak & Lube's worm club chapter began in 1983, Steve Smith of Sharon, PA was the first customer to partake of the Monte Alban agave worm. His consumption steadily grew, and on February 21, 1986, Lube club members witnessed a mind-boggling

event as Steve slithered his 100th worm down the ol' pipe – thus earning the nickname "Shake" (apparently Steve tends to shake a little after he gets one down!)

Although his pace has slowed down a bit since then, the now legendary Shake still enjoys an occasional slimy delicacy, as his revered name remains at the top of the Lube's Golden Worm Club Wall of Fame.