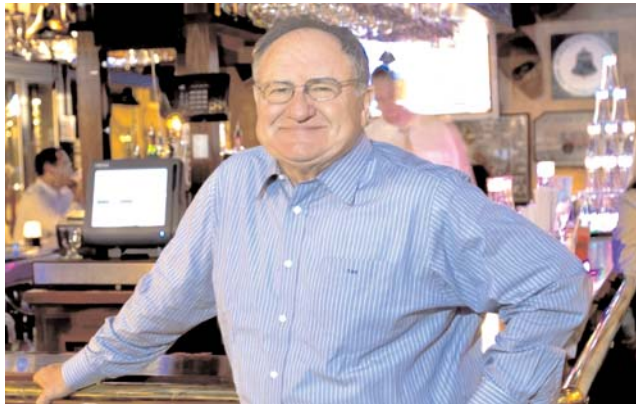




Tom Kershaw Invites You
To Enjoy A Taste Of Boston And
Experience The Magic Of Cheers!



Owner Tom Kershaw welcomes you to Cheers.

- See the real Boston pub that inspired an American TV legend.
- Visit the exact replica of the Hollywood set at Faneuil Hall.
- Dine from our menu of satisfying Boston pub fare.
- Order a Cheers Bloody Mary or a cold brew and take home the souvenir glass
- Take home a liter of Bloody Mary mix for your own Cheers themed party.
- Purchase the latest in Cheers collectibles and memorabilia!

84 Beacon Street, Beacon Hill
Boston, MA 02108 • (617) 227-9605

Faneuil Hall Marketplace
Boston, MA 02109 • (617) 227-0150
www.cheersboston.com

www.cheersboston.com



NOW AT TWO LOCATIONS

THE “ORIGINAL”

inspiration of the setting for the
TV series on Beacon Hill
617-227-9605

THE “REPLICA”

of the Cheers Hollywood set at
Faneuil Hall Marketplace
617-227-0150

PUB • RESTAURANT • GIFT SHOP
www.cheersboston.com

TM& ©2008 CBS Studios Inc. All Rights Reserved.

brought to you by  vacationfun.com

“The Original” on Beacon Hill



You've seen the TV Show. You know and love the characters. Now experience the Boston pub that inspired it all – Cheers Beacon Hill, previously known as the Bull & Finch Pub. This really is the place where everybody knows your name. Just step inside and see why.

Founded in 1969 as the Bull & Finch Pub, Cheers Beacon Hill became the original inspiration for the setting of the TV show

Cheers. In fact, the year that the Cheers show premiered on television (1982) Boston Magazine chose the Bull & Finch Pub as the “Best Neighborhood Bar” in Boston. We're still an intimate neighborhood bar - our neighborhood has just gotten a little bigger!

So how did a Boston pub become the inspiration for Cheers? When the producers of the TV show went looking for a location to depict the ideal American bar, they headed to Boston, famous for colorful pubs, sports teams, and lively politics. After visiting other Boston bars, they returned to the Bull & Finch and declared, “This is the place.” An American television classic was born, and they would name it Cheers. The TV show premiered on September 30, 1982, and remains one of America's most beloved situation comedies of all time.



Join in the fun at Cheers Beacon Hill.

“The Replica” at Faneuil Hall



Come sit on Norm's seat at Cheers Faneuil Hall Marketplace.

In 2001, Tom Kershaw was offered the opportunity to create a restaurant and bar operation in Faneuil Hall Marketplace. Mr. Kershaw jumped at the opportunity to open a new facility in the Marketplace because he envisioned the chance to recreate the bar as it appeared on the set of Cheers. It's a wonderful place to eat, drink, and have a good time.

Due to the popularity of Cheers, Mr. Kershaw opened Sam's Cafe at Cheers, adjacent to Cheers. (Sam's as in Sam Malone, the owner and bartender of Cheers on TV). There are three bars and cafes and two outdoor patios that provide a fun and casual atmosphere for you and your family when visiting Boston's premier downtown attraction, Faneuil Hall Marketplace.

Faneuil Hall Marketplace is located in the center of downtown Boston with 70 retail stores (including our very own Cheers Store just steps away from the restaurant). In the immediate surroundings, free entertainment is around every corner, and history wherever you step. No visit to Boston is complete without a visit to Faneuil Hall Marketplace.

The two Cheers bars are only one mile apart. If you follow the “Cheers Trail” (map available at both restaurants) from one location to the other, you will pass 11 of the 16 sites on the Freedom Trail.

We Offer Boston Pub Fare and Officially Licensed Cheers Gifts



The Cheers Burger and the Cheers Bloody Mary, which was rated "Boston's Best" by Boston Magazine, Boston Globe, Boston Herald and the Professional Bartenders School of NE.

Our mouthwatering menu of traditional pub fare includes a delightful array of belly-filling favorites, such as New England clam chowder, juicy Cheers burgers, and a Boston favorite, fish & chips. Complementing the delicious menu is an abundant beverage selection, featuring our famous Cheers Bloody Mary and a selection of draft beers.

Cap it off with an assortment of memorabilia and gifts that let you bring a bit of Cheers and Boston home with you. Gift shops are conveniently located at both Cheers bars.



Choose from a variety of Cheers merchandise in our Gift Shops.
For Mail Order, call 1-800-962-3333

Meet the Bartender Who Knows Your Name

Sam Adams may be Boston's best known Brew Master, but Boston native, Eddie Doyle, is the city's best known "Bar Master".



Legendary Boston Bartender, Eddie Doyle has been pouring since 1974.

CHEERS TRIVIA

1. What is the name of the Indian Chief that stands at the pub entrance?
2. What is Woody's girlfriend's name?
3. What was the name of the rival bar competing with Cheers?
4. How did Eddie Lebec die?
5. How did Woody know Coach?
6. What is Norm's real first name?
7. Which actor portrayed Coach?
8. What is the name of the moose on the wall?
9. What is the name of the drink that the Cheers crew invented?
10. What does it say on Carla's apron?
11. What position did Sam play in baseball?
12. Who is Rebecca Howe's rich boyfriend?

1. Tecumseh 2. Kelly 3. Gary's Old Towne Tavern 4. Run over by a zamboni 5. They were pen pals 6. Hillary 7. Nick Colasanto 8. Dave 9. The Screaming Viking 10. Red Sox 11. Relief Pitcher 12. Robin Colcord

Directions to Cheers Beacon Hill

PUBLIC TRANSPORTATION Subway - MBTA - Known in Boston as the "T". Green Line - Get off at Arlington St. Station. Walk thru the beautiful Public Garden to Beacon St. - Cheers is under the Hampshire House at 84 Beacon St. Red Line - Get off at Charles/MGH Station. Walk down historic and charming Charles St. filled with delightful shops, boutiques, antique shops and art galleries (5 blocks to Beacon St.) Take a right and the "Original" Cheers is just one block away at 84 Beacon St.

DRIVING Not recommended in Downtown Boston for newcomers. Best to go directly to the Boston Common Garage. The entrance is located on Charles St. and is indicated by the "P" on the map. You can leave your car there and enjoy the wonders of "Boston - America's Walking City" on foot or by cab.

- **From the South:** Take Rt. 93 North on the Southeast Expressway, to Exit 20, "Logan Airport/South Station." Follow the sign to South Station/Chinatown, staying in the left lane. Take a left at the 2nd set of lights, onto Kneeland Street, and follow it to the end (through 6 sets of lights). Take a right onto Charles Street South, following it to its end, stay to the left, onto Beacon Street, and Cheers is located on the right hand side.

- **From the North:** Take Rt. 93 South or Rt. 1 South, follow signs for Storrow Drive (Exit 26). Stay left for Storrow Drive. Take Copley Square/Back Bay Exit. Stay left, swing left then right onto Arlington St., (Public Garden is on left.) Stay in left lane, left onto Boylston St. Left onto Charles St. (Boston Common Parking Garage entrance on your right.) Stay left. Take left at Beacon St. #84 on right.

- **From the West:** Mass Pike to Boston. Take Exit 18 Brighton/Cambridge tolls. Stay to the right toward Cambridge/Somerville. Take right at first light onto Storrow Drive. Charles River will be on your left. Follow signs to Downtown Boston. Downtown Exit Right, half way thru a tunnel. Take Copley Square/Back Bay Exit. Stay left, swing left then right onto Arlington St. Stay left, left onto Boylston St. Left onto Charles St. (Boston Common Parking Garage entrance on your right.) Stay left. Take left at Beacon St., #84 on right.

Directions to Cheers Faneuil Hall Marketplace

PUBLIC TRANSPORTATION Subway - MBTA - Known in Boston as the "T". Green Line - Government Center Station. Exit to City Hall Plaza, cross plaza and walk down steps, cross Congress St. to Historic Faneuil Hall. Faneuil Hall Marketplace is behind the historic hall. Blue Line - Aquarium Station. A stones throw to Faneuil Hall Marketplace. Ask anyone to point you in the right direction.

Orange Line - State St. Station. Left on Congress St. and Faneuil Hall will be on your right. Red Line - Downtown Crossing. Change to Orange line and take to State St. Station.

DRIVING Drive into Downtown and park. Very little on street parking so a garage is recommended. The 75 State Street Garage is located off of Broad Street, and offers a \$2.00 discount to all Cheers patrons, on weekdays, after 4PM, and all day on weekends.

- **From all Points South:** Take I-93 North to Exit 23 to "Government Center". Stay in the left lane, turning left onto North Street at the end of the ramp. Turn left at the Dock Square Garage and follow signs toward "Aquarium" to the Southbound Surface Artery. Turn right at State Street. Continue three blocks and turn left onto Broad Street. The garage entrance for 75 State Street is on the right.

- **From all Points North:** Take I-93 South to Exit 24-A marked "Government Center". Follow the signs toward the "Aquarium" to the Southbound Surface Artery. Turn right at State Street. Continue three blocks and turn left onto Broad Street. The garage entrance for 75 State Street is on the right.

- **From all Points West:** Travel East on the Massachusetts Turnpike (I-90), use Exit 24B to I-93 Northbound to enter the Central Artery Tunnel. Proceed 1/2 mile underground to Exit 23 to "Government Center". Follow the directions above "FROM ALL POINTS SOUTH".

- **From Logan Airport and Route 1A:** Take the Sumner Tunnel to Boston. Upon leaving the tunnel stay in the left lane following signs to "Government Center". Stay to the far left and at the top of the ramp turn left toward Government Center. Go straight through the next set of lights. Do not turn right on New Chardon Street. Do not turn left back down into tunnel. Pass the Government Center Garage on the right and cross over New Sudbury Street. Pass Haymarket on the right and continue through the next set of lights at North Street. Cross over North Street and continue three more blocks. Turn right at State Street. Continue three blocks and turn left onto Broad Street. The garage entrance for 75 State Street is on the right.

- **From Logan Airport and The Ted Williams Tunnel:** Take Exit 24-25 on the Westbound Massachusetts Turnpike (I-90) located after leaving the Ted Williams Tunnel. The exit ramp runs parallel to I-90 for almost 1/2 mile until it enters the Northbound Central Artery Tunnel. Proceed North about 1/2 mile underground to Exit 23 to "Government Center". Follow the directions "FROM ALL POINTS SOUTH".