

DHAKA FRIDAY MAY 12, 2006

Bud to face tough test

REUTERS, Berlin

Budweiser may be the "King of Beers" in the United States, but it's often laughed at in Germany, where it will be one of only two beers available in soccer stadiums during the World Cup.

An official sponsor of the month-long soccer tournament that kicks off on June 9, Budweiser parent Anheuser-Busch originally won the rights to a monopoly on beer sales at the 64 World Cup matches to be held in 12 German cities.

But the decision outraged Germany's fiercely proud beer drinkers, many of whom dislike the taste of weaker U.S. beers. The German television station n-tv summed up the country's reaction on its Web site: "A cry went out across the nation."

The St. Louis, Missouri-based firm took note of the furor and relented. It agreed to give 30 percent of beer sales rights to the family-run German brewery Bitburger to sell its popular Bitburger Pils, better known as "Bit."

"We obviously read the stories and are aware of the media ... the German fan, the German consumer, has great pride in the local beers," Anheuser-Busch Vice-President Tony Ponturo told Reuters in a telephone interview.

Germany is the world's third-largest beer market after the United States and China, and Germans down around 140 quarts of beer per capita each year, well ahead of Americans. Only the Czechs and Irish drink more.

Anheuser-Busch markets its beer in Germany under the clumsy

name "Anheuser-Busch Bud." It is banned from using "Budweiser" and "Bud" labels due to legal disputes with the Czech brewer Budweiser Budvar over the latter.

But the World Cup deal persuaded Bitburger, which has successfully argued in the past that "Bud" sounds too much like "Bit," to temporarily suspend its legal dispute, allowing the name Bud to appear at World Cup stadiums.

"We've been able to work out an arrangement with Bitburger that will allow us to use 'Bud' on the perimeter boards, which we think has certainly value for us," Ponturo said.

The result of this beer diplomacy is that an estimated 2 million German and 1 million foreign fans will be able to choose between a traditional German pilsner and a lighter U.S. lager.

But the deal has not silenced all Bud's German critics.

Berlin university student Johannes Schnitter is collecting negative epithets about Bud and posting them on his Web site.

"An insult to all true beer lovers, taste buds and soccer fans," Schnitter says about Bud and its World Cup domination.

"I don't think it's appropriate for Germany to welcome the world into our country with this pseudo beer," he told Reuters.

Anheuser-Busch has been a World Cup sponsor since 1986 and said last week it would also back the tournament in 2010 and 2014. It Irish drink more.

SEE PAGE 22 COL 1



PHOTO: STAR FILE

EXPRESSIONS TELL THE WHOLE STORY: Hungary captain Ferenc Puskas (R) congratulates German counterpart Fritz Walter after the 1954 World Cup Final. West Germany won 3-2 on July 4, 1954 in Bern.



DOWN THE WORLD CUP LANE



Germany 1954: Amateurs Overtake Invincibles

AGENCIES, undated



The 1954 World Cup was the first really representative World Cup just at a time when it didn't seem necessary. No tournament has had a stronger favourite. The Hungarians were coming.

For this tournament, FIFA retained the mini-league system but couldn't resist a little tinkering. Instead of each team playing all the others in the group, two were seeded and would play only the two non-seeds. And any matches drawn after ninety minutes would go on to extra-time. The rules were both arbitrary and confusing.

As for the Hungarians, the statistics spoke for themselves. Beaten only by a Moscow XI in their last 30 matches they were the reigning Olympic and Dr Gero Cup champions. But it was the sheer number of goals they scored (121 in those 30 games), and the way they scored them, that delighted and terrified the football world. They crushed even the good teams Czechoslovakia 5-0 and 5-1. Italy 3-0, Sweden 6-0 and their Wembley Masterclass made them the first foreign country to win in England. Even that famous 6-3 scoreline doesn't tell the whole story. They led 6-2 before coasting for the last half-hour. Later that season, in their last match before the World Cup, they inflicted England's record defeat, by the inhuman score of 7-1.

They brought with them genuine tactical innovations the deep-lying centre-forward, so hard to mark; the near-post crosses later copied by Ron Greenwood; a system based on moving triangles, and some of the best players in the world Grosics in goal, the smooth Bozsik in mid-field. Hidegkuti the centre-forward, Czibor on the wing, and the great front men-Kocsis so marvellous in the air, the incomparable Puskas who scored 158 international goals between them. Switzerland wasn't a big enough stage.

No-one else seemed to come close, though Uruguay and Yugoslavia had several of their 1950 players and some skilful reinforce-

ments. Brazil, their great forward trio gone, were over-compensating for their defensive frailties last time. Austria, supplanted as the best team in Europe, were in decline. West Germany had only just been allowed back into FIFA.

Meanwhile Scotland deigned to take part this time but had just been well beaten at home by a shell-shocked England. Nothing had prepared them for what was coming.

The tournament itself was a festival of goals, with matches boasting a remarkable average of more than five per game, a marvellous advert for the game which was being televised worldwide for the

first time. As expected, Hungary came out of the blocks with a bang, putting nine past hapless South Korea and, ironically, battering West Germany 8-3. German manager Sepp Herberger had elected to rest most of his first-team regulars, opting to chance qualification for the next round on winning a play-off match, which is what happened.

Brazil won their first round group to book a quarterfinal against the Magyars and the match was billed as the battle between the best teams from two continents.

The Battle of Beme was a fierce tussle in which three players received

their marching orders and Hungary limped away with a 4-2 win.

West Germany started to attract attention after their 2-0 win over Yugoslavia, while Uruguay ended England's hopes (4-2) and Austria came out on top during a goal feast against Switzerland (7-5).

The semi-final, between Hungary and Uruguay, was a classic, with extra-time required to separate the two sides before Kocsis struck two late goals to give Hungary a 4-2 win.

The Germans, meanwhile, were

SEE PAGE 22 COL 2

RVN focused on Holland

INTERNET, undated

Ruud van Nistelrooy seems eager to forget his troubles at Manchester United and instead pour his energy into securing a place in Holland's World Cup squad.

The Dutch striker has so far refused to comment on his reported falling-out with United boss Sir Alex Ferguson and rumours he may have burned his bridges at Old Trafford.

The 29-year-old, who joined United from PSV Eindhoven almost four years ago, is currently part of a get-together of Holland's World Cup hopefuls in Noordwijk.

And Van Nistelrooy is unconcerned his travails could affect his chances of being named in head coach Marco van Basten's 23-man squad for this summer's tournament in Germany.

He said: "I have no pains or complaints and I feel fit after a long

SEE PAGE 22 COL 4

The World Cup bad boys

INTERNET, undated

You'd think the best footballers in the world could stay in line for a few weeks when given the chance to perform at the World Cup. Some don't though.

Over the years certain players have thrown away the opportunity with ill-advised moments of stupidity and downright disobedience. Some of them have survived, ash-faced, to continue in the World Cup finals. Misbehaviour covers many areas - fighting, cheating, stealing, arguing, doping. But it's not just Maradona with a blemished past...

As England prepared for the defence of their trophy ahead of the 1970 tournament, captain Bobby Moore was arrested after being accused of stealing a bracelet from a shop in Bogota as his side got ready for the Mexico competition in Colombia. Of course Moore, a genuine role model of English sport, was soon cleared. But the farce created news across the world. Moore's

embarrassment was bizarre. More common World Cup scandals involve fallings out, public spats and sometimes bare-faced fistcuffs. Fast-forward 32 years - 2002 was a particularly good year.

There was disharmony within the ranks of the Sweden squad when the World Cup was held in Japan and South Korea. After arriving in Asia for the finals, in-fighting marred the Swedes' preparations for the fast-approaching tournament when Arsenal midfielder Freddie Ljungberg and Aston Villa defender Olof Mellberg went at it hammer-and-tong during training after a flare-up following a challenge.

An internal dispute also put paid to Roy Keane's World Cup participation that year when he and Republic of Ireland boss Mick McCarthy had an explosive bust-up which resulted in the then-Manchester United skipper taking an early plane home. The pair were at loggerheads after the outspoken captain criticised the Football Association of Ireland's

preparations for the tournament and when Keane's complaints surfaced, tension grew. The two argued bitterly at a team meeting in which McCarthy reportedly accused Keane of faking injury. Keane responded with a string of insults and took issue with McCarthy's managerial qualities.

The confrontational theme was continued by Slovenian loudmouth Zlatko Zahovic that summer. The talented midfielder fell out with coach Srecko Katanec after their opening match against Spain. The pair came to blows when Zahovic, then with Benfica, was substituted during the 3-1 defeat by Spain and was ranting and raving. He later apologised and Katanec announced he would quit after the tournament but the damage had been done. The playmaker was promptly packed off home and his absence ensured his team-mates followed him too

SEE PAGE 22 COL 8

Balanced final squad for South Korea

REUTERS, Seoul

South Korea coach Dick Advocaat named a balanced and versatile squad on Thursday for next month's World Cup finals in Germany.

South Korea, who reached the last four in the 2002 World Cup finals on home soil before losing to Germany, meet Togo in their opening Group G game on June 13.

"We think we have a very balanced squad and one that can surprise a lot of people in the world," Advocaat told a news conference. "We are capable of at least the second round," he said, adding that anything can happen in a major tournament when it gets to the knock-out stages.

The squad blends well-known players who have established their reputations by playing in Europe with those who have continued to develop at home.

The best-known players in the squad are Manchester United winger Park Ji-sung, who shone at the 2002 finals, and Tottenham Hotspur defender Lee Young-pyo.

Advocaat also opted for the experience of defender Choi Jin-cheul, a key member of Guus Hiddink's 2002 team, and wingback Song Chong-gug, who returned to Korea after a disappointing couple of years at Feyenoord.

MSV Duisburg forward and fan favourite Ahn Jung-hwan also made the squad but there was no place for Cha Du-ri, the son of former national coach Cha Bum-kun.

"We have players who have already played in the World Cup finals," said Advocaat, adding that his team would be helped by that experience and their subsequent increased international exposure.

"The disadvantage is that we play away," he said.

SEE PAGE 22 COL 1

Metzelder sidelined

REUTERS, Berlin

Germany defender Christoph Metzelder could be out for two weeks after tearing a calf muscle in training but should be fit for the World Cup, the German football association (DFB) said on its website.

Metzelder, 25, has recovered from career-threatening Achilles injuries and back problems in recent years to return to the national team even though he rarely plays for his club Borussia Dortmund.

The centre back will not be able to play in Dortmund's final match of the season against champions Bayern Munich on Saturday.

Germany coach Juergen Klinsmann is set to name his 23-man World Cup squad on Monday before the players travel to the

Italian island of Sardinia for a training camp.

Germany open the month-long tournament on June 9 against Costa Rica in Munich.

Referee choice criticised

REUTERS, Berlin

A German soccer official has criticised FIFA's choice of World Cup referees and said UEFA Cup final referee Herbert Fandel should have been picked.

"One referee who usually only works in the student city league in Singapore is going to the World Cup and Fandel is sent off into the cold - and no one knows why," Manfred Amerell, referee spokesman for the German football association (DFB), said on Wednesday.

He said Norway's Terje Hauge should also have been among the 23 referees chosen by FIFA for the finals starting on June 9.

"You can't treat the public as if they're dumb," said Amerell. "If he (FIFA president Sepp Blatter) talks about the best referees, then a couple of the best, at least from Europe, are missing."

FIFA's referees committee made its decision after fitness tests at a workshop in Germany in April.

TV Tower or Ball?

REUTERS, Berlin

The sphere of Deutsche Telekom's television tower in Berlin has been transformed into a giant soccer ball, a month before the start of the World Cup.

More than 8,000 pink and silver

strips -- the colours of World Cup sponsor Deutsche Telekom -- were attached to the 'visitor's globe' by climbers hanging on cables.

The decoration will stay on the 368-metre tower, which was built in Communist East Berlin in 1969, for 60 days.

The World Cup begins on June 9 and the final will be played in Berlin on July 9.

Ze sure of triumph

INTERNET, Hamburg

Brazil will win the football World Cup in Germany because it has the strongest team ever, midfielder Ze Roberto said in an interview published on Wednesday.

"I am convinced that we will achieve it because we will field the strongest team Brazil has ever had," the Bayern Munich player Ze Roberto told Germany's Sport Bild weekly.

"We are sensational on every position, even in goal," he said. Ze Roberto said that Brazil's AC Milan goalkeeper Dida was on par with Germans Oliver Kahn and Jens Lehmann, Czech Peter Cech and Gianluigi Buffon of Italy and that the central defenders Lucio and Juan, from Munich and Bayer Leverkusen, needn't hide either.

"Lucio is an animal, he is so strong. Juan has improved in Germany, is good in the air and in the fight for the ball," said Ze Roberto.

Up front, the names Ronaldinho, Ronaldo and Kaka speak for themselves, with Ze Roberto seeing his role - and that of Emerson - to play behind the attacking midfielders Ronaldinho and Kaka.

Ze Roberto said that only an attacking game without any defensive discipline could stop Brazil from winning back-to-back titles for a total of six World Cup crowns.

"But coach (Carlos Alberto) Parreira will make sure that this won't happen," said Ze Roberto.

Brazil will arrive in Germany on

SEE PAGE 22 COL 5

2006 Round 1, Draw in Rangpur

Competition Information, Prizes and Rules

Information

- The **Rangs Toshiba World Cup Quiz 2006** is a series of competitions on World Cup Soccer being held in Germany from June 9 to July 9.
- There will be **FIVE** rounds of competition.
- Each round will have a separate draw with attractive prizes from the house of **RANGS TOSHIBA** as per announcement.
- Participants of all the **FIVE** rounds will automatically qualify for the **Bumper Draw**, which will have even bigger prizes.
- For each round, a set of questions including a photographic quiz will be published in **The Daily Star**.
- Names and addresses of all prize winners will be published in **The Daily Star**.
- Winners will have to collect their prizes from **The Daily Star** office after satisfactory authentication of their identity.
- Any taxes or levies, as per law, for all the above prizes will have to be borne by the prize winners.

PRIZES UP FOR GRABS

Prize	Item	Model	Winner
1st	One 21" Toshiba Bomba Flat TV	21CZ8DE	YOU
2nd	One Toshiba Refrigerator	GRM-19BPT	YOU
3rd	One Toshiba Washing Machine	VH-7200	YOU
4th	Ten Canon Cameras	BF-800	YOU
5th	Twenty Toshi Irons		and YOU

QUIZ SCHEDULE

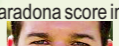
Round & Draw	Starts	Answers must reach by noon	Lucky Draw for prizes
1 Rangpur	May 05	May 18	May 19
2 Khulna	May 19	June 01	June 02
3 Sylhet	June 2	June 15	June 16
4 Chittagong	June 16	June 29	June 30
5 Dhaka (Bumper)	June 30	July 09	TBA

Rules

- Residents of Bangladesh are eligible to participate in **Rangs Toshiba World Cup Quiz 2006**. Employees of and **Rangs Toshiba** and their immediate family members shall not be eligible to participate.
- All entries must be submitted in the original form printed in **The Daily Star**. Photocopies or reproductions in any form will not be accepted.
- Forms will have to be cut along the dotted lines.
- Participants are to put a tick () mark in the box alongside their answer to each question.
- A person may send numerous entries for each round.
- Entry forms should be completed with a ballpoint pen.
- Name, address, father's name and particulars of participants must be clearly written. Each entry form must also bear the signature of the participant and date.
- Incomplete forms will not be accepted.
- Entries must reach the office of **The Daily Star** on or before the closing date marked on the entry form. Late entries will not be accepted.
- Envelopes of entries must be clearly marked **"Star World Cup Quiz 1"**.
- Entries may be hand delivered or posted to **The Daily Star**, 19, Karwan Bazar, Dhaka-1215.
- Entries will be placed in a sealed box for the draw to be held on a notified date in public in presence of invited guests and Quiz participants, if any.
- Winners will be decided on the basis of correct entries drawn out from the box.
- Entering this Quiz competition shall be construed as the respective agreement by each participant to abide by all rules, instructions and guidelines as may be issued by **The Daily Star**.
- Any decision of **The Daily Star** in the conduct of the Quiz competition/ including the answers selected as correct shall be deemed final and binding on all participants and shall not be called in question and/or challenged in any manner whatsoever.
- The Daily Star** management, in their absolute discretion, reserves the right to amend, modify or substitute any of the above rules and/or change or reschedule any and all dates of the Quiz competitions under any circumstances.

The Daily Star RANGS TOSHIBA World Cup Quiz, Round 1 Ends May 18, 2006

Tick () the correct answers

- How many teams will make their World Cup debut in Germany? 10 6 8
- Which team finished third in the 2002 World Cup? Turkey Senegal Spain
- Who won the golden boot in the 1998 World Cup? Vieri Batistuta Suker
- How many goals did Maradona score in the 1986 World Cup final? 1 2 0
- Who is this player:  Morientes Ballack Shevchenko

Name (Mr/Mrs/Ms).....Age.....
 Father's name.....Occupation.....
 Address.....
 Telephone (if any).....Signature.....Date.....

Write with a ballpoint pen in clear **BLOCK** letters.
 Cut along the dotted lines and mail to OR drop in the Quiz Box at The Daily Star

READ The Daily Star CATCH THE WORLD CUP FEVER