

**YOUR
COUSIN
FROM
BOSTON**

**SAMUEL
ADAMS®**

SINCE 1939
Route 1 BEERS · WINES · LIQUORS
PACKAGE STORE

CUSTOMER
SERVING ONLY
NO ALCOHOLIC BEVERAGES
TO BE SOLD TO
PERSONS UNDER 21

PLAY
Hot Spot

PICK A GAME
WIN FOR MILLIONS

WATER
25c

THANK YOU
FOR SHOPPING
HERE
YOUR BUSINESS
IS
APPRECIATED


OPEN

BEER

October Fest



ICE

A young man with light brown hair and blue eyes is looking directly at the camera. He is wearing a white baseball cap backwards, a white hoodie, and a blue and white plaid jacket. He has his right hand raised to his temple, with his index finger pointing towards his forehead. The background is a blurred outdoor setting.

**“LIFE’S LIKE A KEG.
YOU GO WITH THE FLOW—
UNTIL THE COPS SHOW UP.”**

- Your Cousin From Boston

BOSTON

**SAMUEL
ADAMS®**



South Boston 2023



- CHAPTER 1** **JUST A BOY FROM BOSTON**
- CHAPTER 2** **NEVER HITCHHIKE ON THE MASS PIKE**
- CHAPTER 3** **CAMPING AND OTHER ADVENTURES**
- CHAPTER 4** **SPORTS!**
- CHAPTER 5** **CHRISSY**
- CHAPTER 6** **@YOURCOUSINFROMBOSTON**

**YOUR
COUS
FROM
BOSTON**

AUTHORS NOTE

Your
Cousin
From
Boston



-Me

3 PM on a Tuesday. Rte 1 Package Store in Saugus.

Dave Matthews blares from a dusty boombox next to a pile of burned CDs. A man sits behind the counter flipping through the October edition of Sports Illustrated—from 2004.

Well not a man exactly. A man-child.

He's wearing a knockoff Celtics jersey—the kind they sell around North Station that's just off enough to be oh-so-perfectly right—under a hooded flannel. His unfashionably light-washed jeans blouse around a beat up pair of Timberland boots. Atop a greasy mess of strawberry blonde hair sits a backwards baseball cap advertising no team in particular.

And in his left hand? A bottle of Sam Adams beer. I place a pack of import European lager on the counter. He smiles impishly.

"You're not from around here, are ya?" says the man in an accent so thick I can't help but wonder if it's genuine. I admit that I'm not—it's my first week at the Boston Herald. I suddenly feel far away from my home in Indiana.

"Go grab a sixer of Sam from the storage freezer out back. Not the cooler—cooler's been on the fritz for the last uhh...couple years." I comply. Without warning, he lifts two bottles from my pack of Sam and cracks 'em open on a well-worn dent in the counter. "One for me, one for you. That's Massachusetts sales tax," he says handing me a beer. "Now you're a local." I explain that I'm late for the Herald company picnic and can't drink with him in the store—besides, is that even legal?

"Buddy," he says chuckling. "I'm gonna teach you the secret to life... but it'll cost ya another Sam."

I never caught his name. But over the next six hours I managed to record his life story for a profile that never made it to print in the Herald.

'Cause we both got fired that day.

-MIKE DAVIES
Formerly of the Boston Herald

**“I don’t have any friends in Boston,”
I said. “No family here either.”**

**“How do you know we’re not related?”
He replied. “Maybe we’re cousins.”**

**“Sure,” I said, laughing.
“You’re my cousin from Boston.”**

**I asked once more for his real name.
He asked if i was a cop. So we left it
at that: I’d finally found my long-lost
cousin from Boston.**





CHAPTER 1
JUST A BOY FROM BOSTON

AN ABSOLUTE LEGEND IS BORN.

He was born on a Friday at Carney Hospital in Dorchester during Game 7 of the 1984 Celtics title series against the Lakers. He wasn't due for another week or so, but as his mother liked to say...

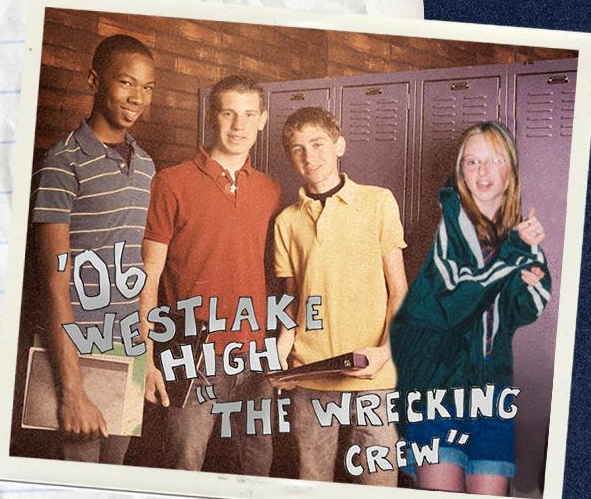
"He didn't want to miss the game."

No father was present for the delivery, but a veritable parade of cops, firefighters, local politicians and ex-Patriots stopped by hospital to confirm they bore no resemblance to the newborn baby boy. And wish his mother well.





HIGH SCHOOL



After setting a BPS school district record for most times repeating the fifth grade, he ended up at Bishop Westlake High School, home of the Fightin' Altar Boys (go Boys!).

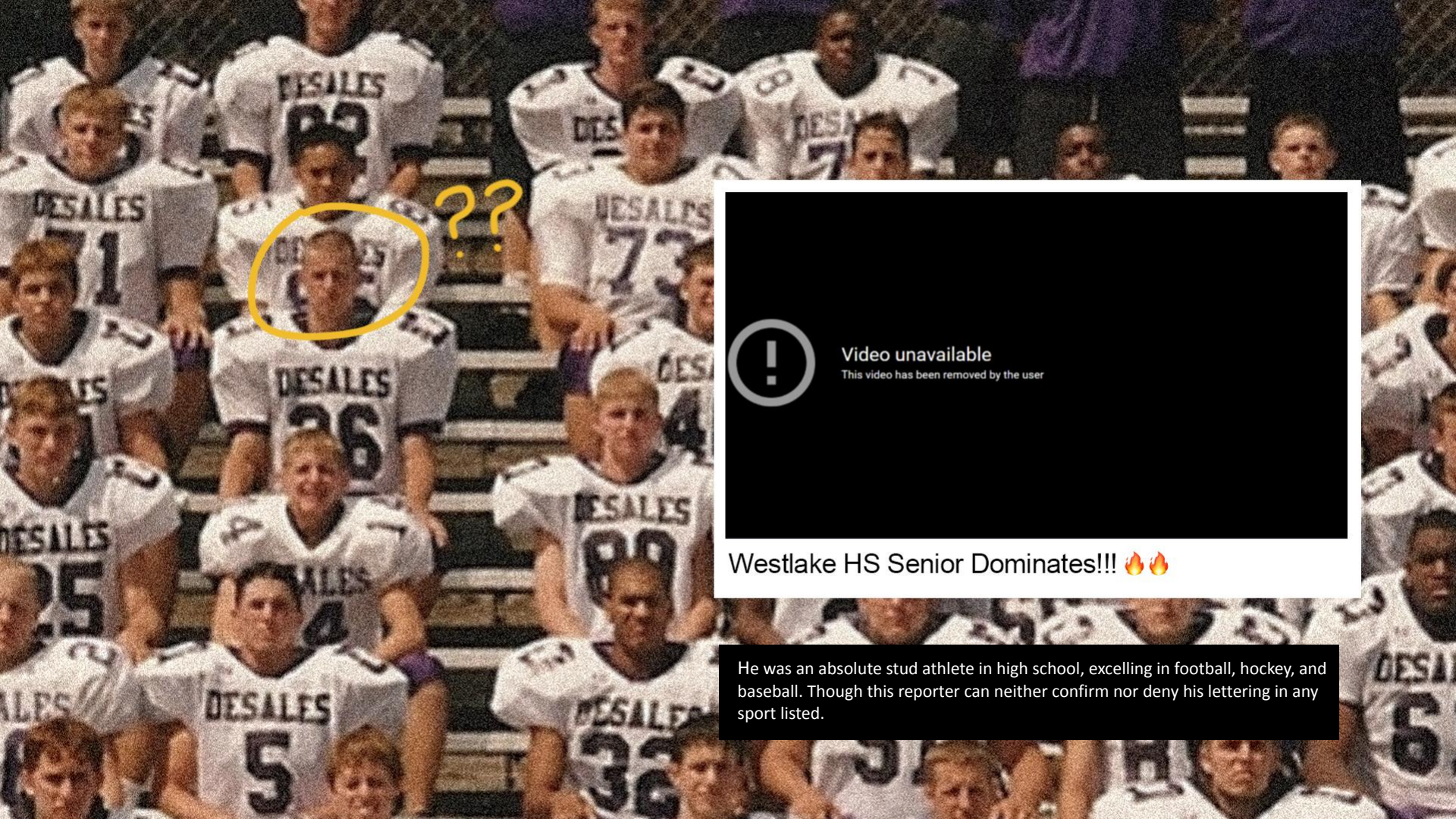
"He had an inside joke & nickname for everyone in class," said a former schoolmate. "Which is funny 'cause I never caught his." Nerds, jocks, preppies, and troublemakers alike recall him fondly—especially his legendary parties. "He made sure EVERYONE was invited. Even the teachers. That last part didn't go over so hot."

Your Cousin was rarely seen in halls of Westlake without his best friends at his side:

Matty, 2-time All American hockey star

Billy, 2-strike juvenile offender

Meghan, Your Cousin's kid sister



Video unavailable
This video has been removed by the user

Westlake HS Senior Dominates!!! 🔥🔥

He was an absolute stud athlete in high school, excelling in football, hockey, and baseball. Though this reporter can neither confirm nor deny his lettering in any sport listed.



DAVE MATTHEWS BAND
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 14, 2019 8:00PM
 Full Price

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 114123430677086

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 ALL WEATHER EVENT
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 32
 5539

118190
DAVE MATTHEWS BAND
 EFPO529
 FENWAY PARK
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 FRIDAY, MAY 29, 2009 6:30 PM
 RIGHT FIELD BOX ENTER AT GATE B
 X256
 7-93
 Sect
 VV
 Row
 13
 Seat

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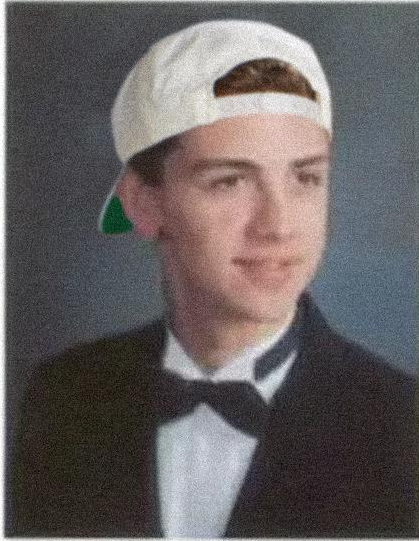
NO CAMERAS
 AN ALL WEATHER EVENT
 GEORGE J. MALONE & THE BLUES BROTHERS
 SEC A 744CAZL
 32
 5539

*"I'd trade all of my tomorrows for
one single yesterday."
— Janis Joplin*

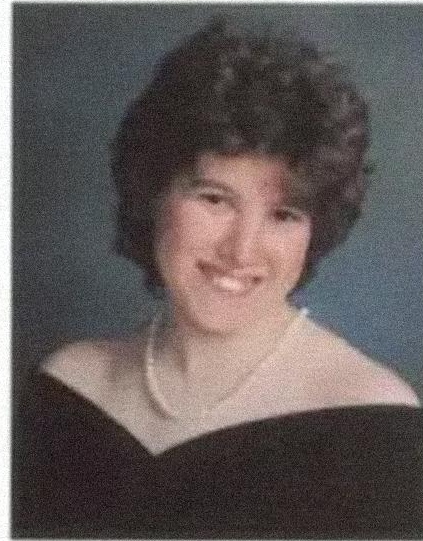
*"If there is something you want,
go for it, because you may never
have the chance later on in life to
get it, especially love!"*

*"I can't believe that we would
lie in our graves, wondering if
we had spent our living days
well. . . dreaming of the things
that we might have been. . ."
— DMB*

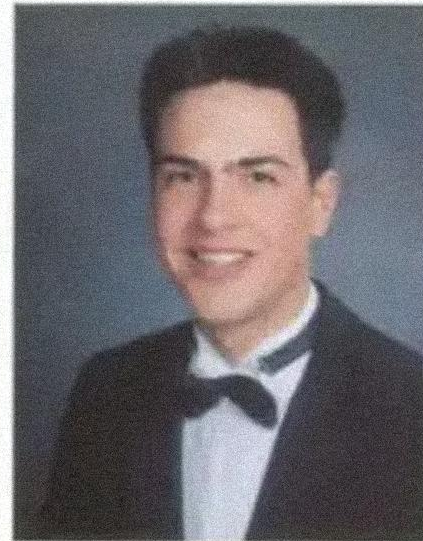
*"If you hold on tight to
what you think is your thing, you
won't miss what you're missing all the rest
of the time."*



*Your Cousin
From Boston*



Lori Lange



John Lewis



Tracy Lopez

"Best six years of my life."

*"Your future lies where you find
it."
— Faded*

"Live your life to it's fullest."

HIS FIRST SAM

Summer. Cape Cod. 199—look he was 21 okay?

Matty's ex-girlfriend's field hockey teammate's uncle forgot to lock the beach house in Dennis during his divorce. So the boys had a party.

Your Cousin had beer before. But he didn't love it. Domestic light beer always tasted...Skunky? Bland? Piss-watery? Is that a word? So Matty poured him a chilled Boston Lager in one of the Uncle's prized Perfect Pint glasses.

And it was music to his mouth.

Your Cousin tasted freshly baked biscuits. Toasted crackers. A slight, malty sweetness and an intoxicating floral aroma. It had body. It had bite. This was beer. No, this was better than beer.

This was Sam friggin' Adams.

Your Cousin's no beer connoisseur. But this magic elixir of barley, hops, malt and spring water spoke to him. It wasn't about the alcohol or the party or even the ingredients. It was poetry in a bottle, signed by its author: Jim Koch.

And then the cops came. F!@& Matty



SAMUEL ADAMS

The first thing you'll notice about my Samuel Adams Boston Lager is its rich, amber color. That's the unmistakable color of a robust, full-bodied beer which is virtually hand-made - brewed slowly in small batches - from only traditional ingredients. You see, my classic recipe uses only pure water, lager yeast, two-row malt, and rare Bavarian hops. That's it. That's where all the flavor - and color - comes from. And Samuel Adams contains none of the adjuncts or preservatives that dilute a beer's character. So my beer tastes every bit as rich and flavorful as it looks. Don't believe your eyes! Then try it against the best of the imports. And see for yourself.

James Koch
Boston Beer Company

Samuel Adams
Boston Lager. The Imports
Pale By Comparison.

SAMUEL ADAMS
BOSTON LAGER

© 1999 Samuel Adams Boston Beer Company. To visit our email, historic brewery and for more information, call or write: 30 Germania St., Boston, MA 02130 (617) 482-1000.



Your cousin. everyone's got one

Optimist

UR Favorite

Really LOVES Sam Adams

Crazy (just a little)

Octoberfest is his favorite

Underdog

Sox (as in the Red Sox, part of his DNA)

In it to win it!

Not afraid to try things

Funny as hell

Rad

Open minded

More than a feeling (great song by Boston)

Big hearted

Over the top (sometimes)

Shipping up to Boston (also a great song)

Totally down for a good time

One meatball short of a grinder (yeah that's a saying)

Never gives up

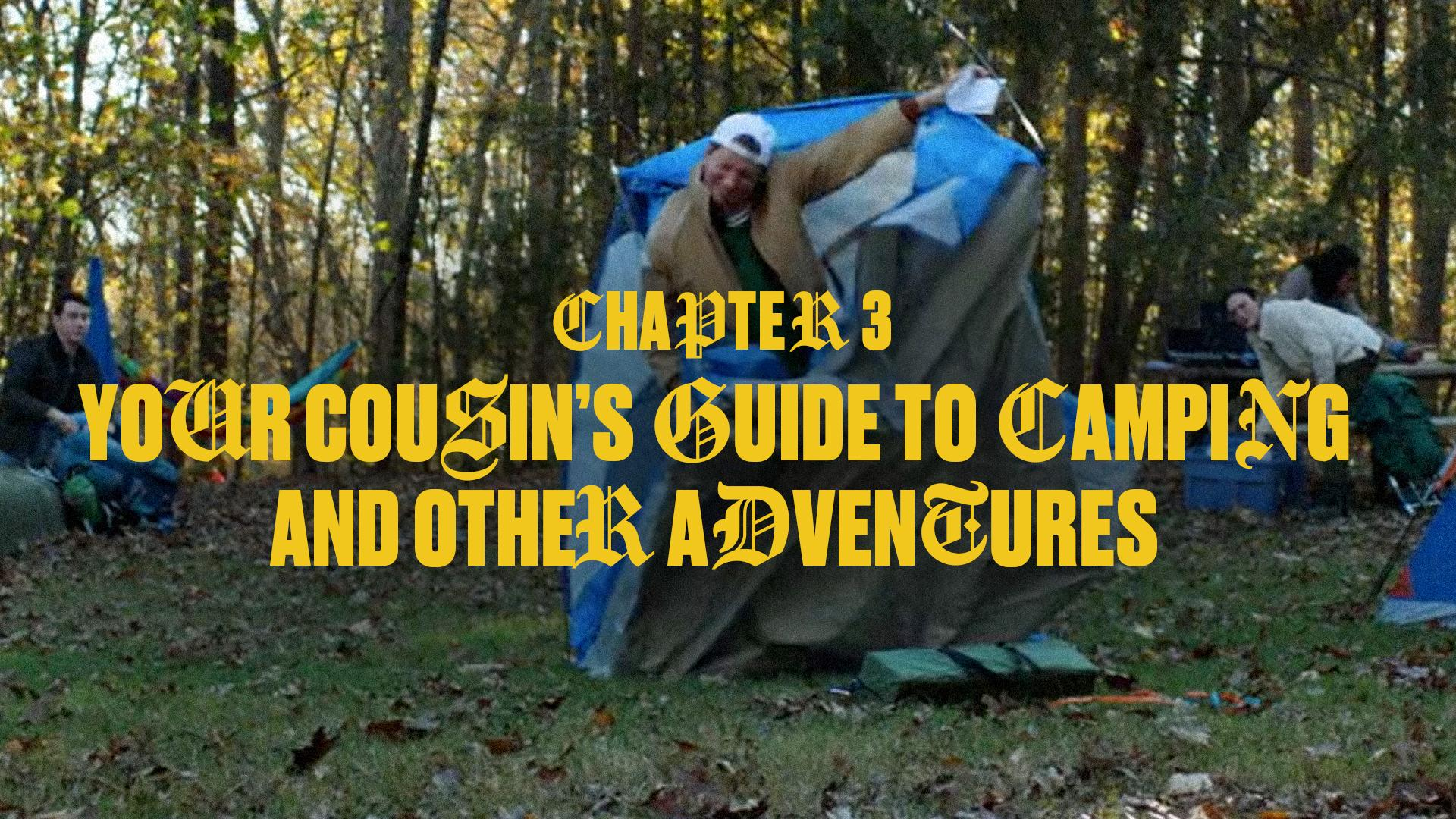




CHAPTER 2
NEVER HITCH HIKE
ON THE MASS PIKE

Apparently there's nothing here to share,
that was just good advice his uncle gave him one time.

Next chapter...



CHAPTER 3

YOUR COUSIN'S GUIDE TO CAMPING AND OTHER ADVENTURES

YOUR COUSIN LIVES BY ONE RULE:

**SAY YES.
TO EVERYTHING.
ALWAYS.**

He isn't content with sitting idle for too long. His glass half full, try-anything-once attitude gives him a zest for life and one that takes him on many wicked adventures.

And gets him in plenty of trouble.



AL'S BOTTLED LIQUOR
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12-PK BOSTON LAGER	17.50
12-PK BOSTON LAGER	17.50
12-PK BOSTON LAGER	17.50
12-PK BOSTON LAGER	17.50
12-PK SUMMER ALE	17.50
12-PK SUMMER ALE	17.50
12-PK SUMMER ALE	17.50
12-PK SUMMER ALE	17.50
12-PK SUMMER ALE	17.50
12-PK SUMMER ALE	17.50
BEEF JERKEY	7.59
CHIPS	3.75
MDSE	221.34
CITY 4%	1.86
STATE	2.90
*TTL	226.10
CASH	240.00
CHANGE	13.90

THANK YOU FOR
SHOPPING AT AL'S
=ALL SALES FINAL=



←
Ready to do camping!

YOUR COUSIN LIVES BY ONE MORE RULE:

INVITE EVERYONE. TO EVERYTHING.

The party's more fun when more people are there. And strangers? They're just new friends you haven't met yet. Folks warm up quick when you toss 'em a beer.

This policy's been known to get him in hot water—nobody should bring a +6 to a wedding. But he can't help it.

Life' about the people we share it with. Why not share it with more of 'em?





"if you have a chance to go to Oktoberfest...
Go to Oktoberfest."

**YOUR COUSIN LIVES BY ONE
-OK THIS HAS TO BE THE LAST-RULE:**

**KEEP AN
OPEN MIND
AND AN
OPEN BAR TAB.**

A German folk festival full of silly hats, lame dances and big ol' beers? He's open to that.

An MIT-backed robotics lab across the river? Sign him up.

Non-alcoholic beers? Pride parades? Mexico City? He'll check it out.

His most memorable adventures occur when he's a **fish out of dirty water**. So he keeps himself open to anything—no matter how “uncomfortable” you'd think Southie guy with a high school education might be.

He's a typical guy from Boston. But he'll surprise you every time...



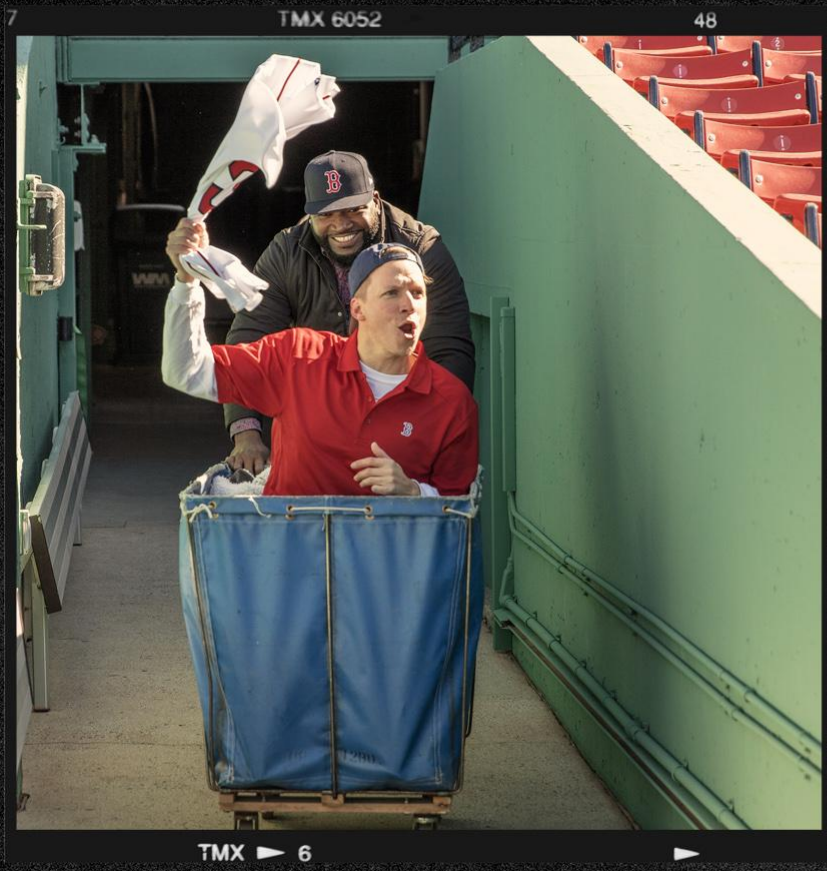
A COMPREHENSIVE LIST OF THE ONE RULE YOUR COUSIN FROM BOSTON LIVES BY:

1. It takes a lot of smarts to be this dumb.
2. If your invitation got lost, win 'em over with Sam Adams. Beer brings everyone together.
3. You can be a fan of any sports team in the world—as long as they're from Boston
4. Dress for the job you want—in a flannel hoodie, backwards cap and Timberlands.
5. Fun comes first. Wait no—family comes first. And family includes friends.
6. There's no problem that can't be solved with a round of Sams.
7. Never overstay your welcome. Make a joke, make friends & make an exit.
8. Remember who pays the bills around here (mom & Sam Adams)
9. Never start something you can't finish
10. Always have a 10th item when you list things



FENWAY PARK

CHAPTER 4 SPORTS



Like every Bostonian, sports are a big part of Your Cousin's world. Whether he's playing 'em, watching 'em, or serving his lifetime suspension from TD Garden for chirping Lebron.





"Is it on the green?"



**“THEY SAY NEVER MEET YOUR HEROES.
THAT PERSON WAS DEFINITELY NOT
FROM BOSTON.”**





I asked him what was on his “bucket list,” so he gave me a list of things he’d “like to collect in a bucket.”

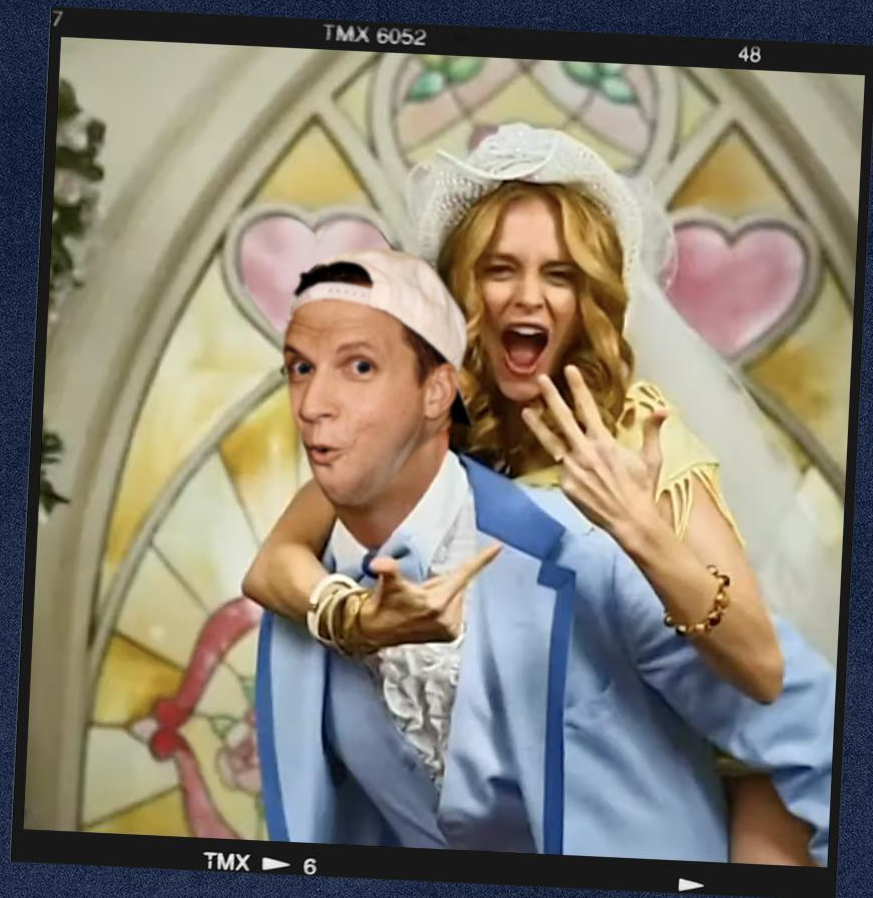
I didn’t correct him.

1. A winning scratch off
2. A lock of Tom Brady's hair
3. Every Sam Adams beer except for George Washington Porter
4. Sand from M Street Beach where Crissy and I had our first date
5. My stepdad Larry's tears
6. A smile from Bill Belichick
7. Love from all my friends and family
8. The perfect joke that makes everyone laugh and no one feel bad
9. A bitcoin
10. My real dad



CHAPTER 4
CHRISSE

He was once married to a girl named Chrissy. They got divorced, then remarried, and quite possibly divorced again. Can't be sure—I couldn't hear him over the sobbing.





CHRISSEY

Chrissy, your hair is red as the sun

Chrissy, I think you are the one

Chrissy, on St. Paddy's Day we had so much fun

Sorry about your couch, I'll buy you another one.

Chrissy, remember when I made you a mix CD?


Chrissy, remember when I asked you to marry me?

Chrissy, one day maybe we can be friends.

Then get married & divorced & married again.

He Tweets about her fondly.



Your Cousin from Boston  @cousinfrmboston · Oct 27, 2022 ...

Business idea: a haunted house, but it's just my ex Chrissy sitting on the couch saying "we need to talk"



 1

 15



Your Cousin from Boston  @cousinfrmboston · Oct 20, 2022 ...

Saw my ex at the grocery store so I bought double of everything so she'd think I moved on first 

 3

 8

 43



Your Cousin from Boston  @cousinfrmboston · Aug 12, 2022

The weather guys say our hottest days are behind us.... Which is what my ex has been saying for years.

 1

 1

 16



A man with a shaved head and blue eyes, wearing a black leather jacket over a white t-shirt, is sitting at a bar. He is looking directly at the camera with a neutral expression. In the foreground, a bottle of Samuel Adams Boston Lager is visible on the left. The background is a dark, wood-paneled wall. The text 'CHAPTER 5' and '@YOUR COUSIN FROM BOSTON' is overlaid in a blue, gothic-style font.

CHAPTER 5
@YOUR COUSIN FROM BOSTON



Following

Your Cousin from Boston

@cousinfrmboston Follows you

Hmu: 1-617-829-1984 / Boston / Beer Fanatic 🍺 / 🐶🐶🐶 / max bench 240 /
Class of '06 FOREVER / DM to buy '98 Mercury Sable, midnight navy w/ power
steering

 Media Personality   Boston, MA  Joined February 2020

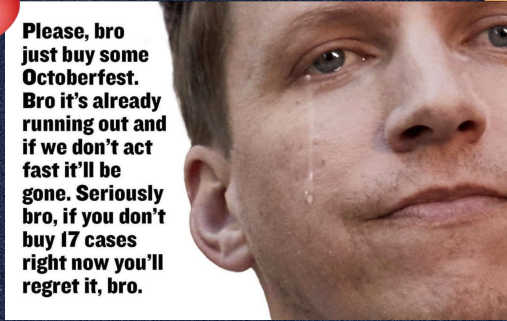
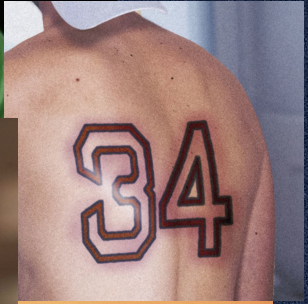
Your Cousin wants to be famous on social media. But he's so, incredibly bad at it.

His memes are crudely Photoshopped. His videos are a cringe parade of screwups and misguided advice. And while most young men want to show themselves #balling in the lap of luxury... Your Cousin lives with his mom, drives a crappy car to crappy jobs, and pool hops with his friends.

But that's what makes him such a damn good follow!

He says what's on his mind. He wears his heart on his sleeve. He's self-deprecating to a fault. **Honesty. Humility. Pathos. And a good laugh or two.**

100





Your Cousin from Boston ✓ @cousinfrmboston · Jan 22

I am now the official spokesperson for overdraft kings

6



37

4,057



Your Cousin from Boston ✓ @cousinfrmboston · Apr 20, 2022

When I said 'working on my summer six pack' I meant beers. The bod's already got 8.

1



20



Your Cousin from Boston ✓ @cousinfrmboston · Mar 25

A.I. will never take my job (im currently unemployed)



16

860



Your Cousin from Boston ✓ @cousinfrmboston · Dec 30, 2022

White noise machines should include the sound of cracking open a beer

4



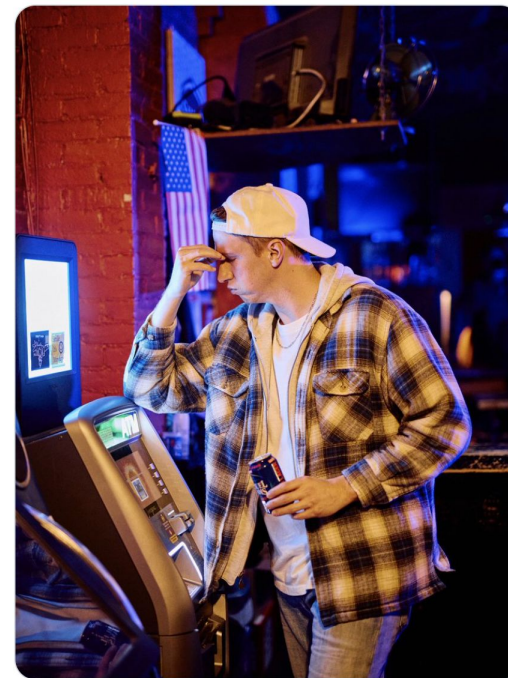
48

5,672



Your Cousin from Boston ✓ @cousinfrmboston · Feb 12

Really need this 4-way parlay to hit [#sb](#)



15

991



 **Your Cousin from Boston**  @cousinfrmboston · Mar 24 ...
It's Friday and my bank account is already regretting my weekend plans

 2  2  12  680 

 **Your Cousin from Boston**  @cousinfrmboston · Mar 18 ...
Kiss me I'm Irish (and lonely)

   7  505 

 **Your Cousin from Boston**  @cousinfrmboston · Mar 17 ...
Actually Taylor, all of the girls I loved before have made me *sad and miserable

  1  3  327 



 **Your Cousin from Boston**  @cousinfrmboston · Mar 17 ...
"Gaslight Pub" hmm I didn't know my ex owned a bar






 **Your Cousin from Boston**  @cousinfrmboston · Mar 30 ...
Life Tip: If you think nobody cares about you, try missing a credit card payment...

 1  1  18  703 

 **Your Cousin from Boston**  @cousinfrmboston · Mar 30 ...
Suddenly your phone will be ringing off the hook, your inbox will be flooded with emails, and you'll start receiving more mail than you ever thought possible.

   6  260 

 **Your Cousin from Boston**  @cousinfrmboston · Mar 13 ...
If life is a highway, does that make Boston the intersection where everyone gets lost and honks at each other?

   7  785 

 **Your Cousin from Boston**  @cousinfrmboston · Feb 27 ...
It's been a week since I told someone on Presidents' Day that my favorite president of all time is Sam Adams

I have zero regrets

   26  1,233 

 **Your Cousin from Boston**  @cousinfrmboston · Mar 30 ...
This pitch clock is really cutting into my drinking time

[#baseball](#) [#openingday](#)  [#redsox](#)

 2  2  18  1,405 

 **Your Cousin from Boston**  @cousinfrmboston · 3h ...
My relationship with beer is a lot like a roller coaster: it has its ups and downs, but in the end, I'm always happy I went for the ride 🎢🍺

  1  7  313 

 **Your Cousin from Boston**  @cousinfrmboston · Apr 1 ...
Payed my rent on time (april fools)

   5  438 

 **Your Cousin from Boston**  @cousinfrmboston · Mar 31 ...
It's Friday, time to go make stories for Monday's water cooler talk

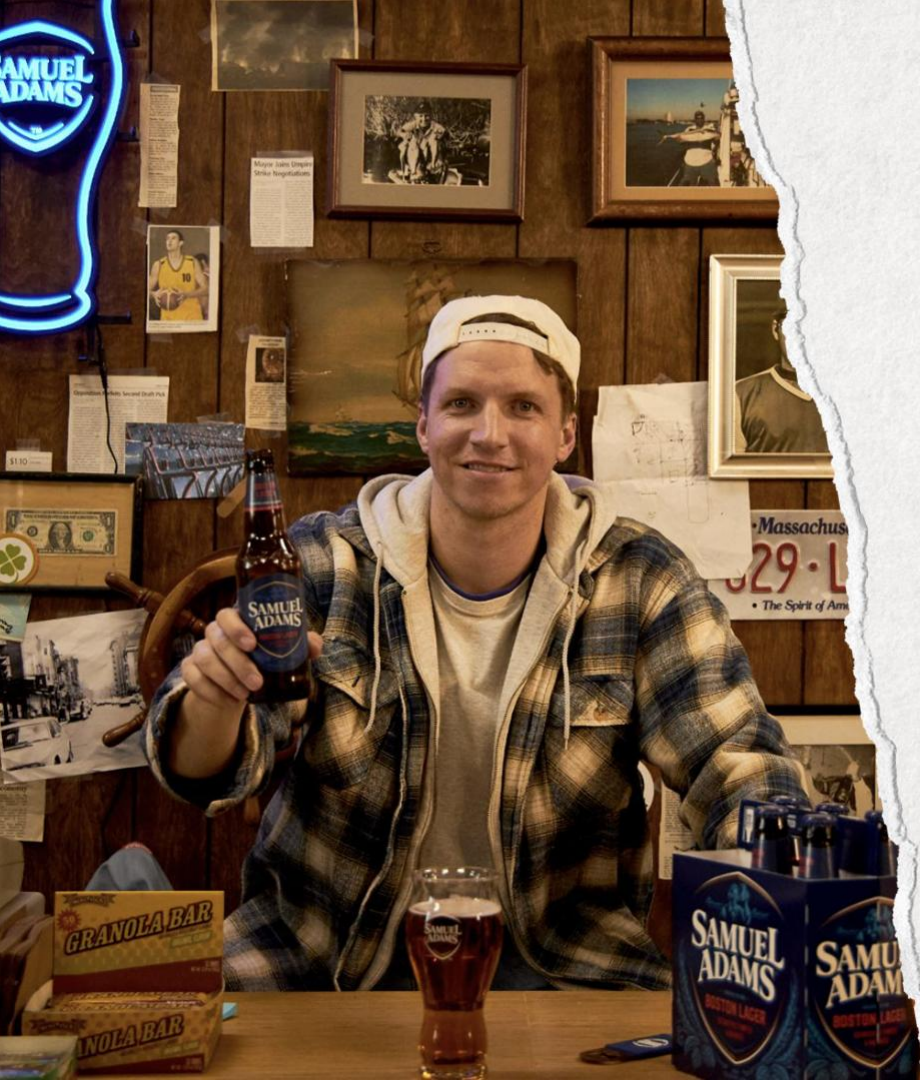
   7  724 

He asked if we could play a drinking game called *Never Have I Ever*. "I don't know the rules," I said. "I've never played before."

He shook his head and put down one finger. "You're already winning," he replied.

I've recorded his responses to the best of hazy memory:





NEVER HAVE I EVER...

1. BEEN A PITCH MAN

"I'm a beer fan," he said. "I love Sam Adams. But I'm no corporate shill. You won't catch me spinning a sign."

2. BEEN MEAN.

"I mean *well*," he corrected. "Even if it doesn't always come out that way."

1. OFFENDED PEOPLE

"I'll rip on your mom. I'm unfiltered. But when it comes to jokes, I prefer to be the butt. Which how your mom..."

2. BEEN DEPRESSING

"I drive a '98 Mercury Sable," he said morosely. "I get lonely. I get my heart broken. But this isn't Angela's Ashes." Maybe he reads a little more than old magazines behind the counter...

3. SAID PAHK THE CAH IN HARVAHD YAHD

"Harvard Yard isn't a parking lot, so that doesn't even make sense," he noted. "I'm not a broad Boston stereotype. I don't say WICKED every other word. Just once in a paragraph or two."

4. BEEN A CRIMINAL

"I'm just a guy with a bunch of outstanding parking tickets. Is that illegal?" I replied that it is. But Your Cousin insists he's not a real criminal, just a little mischievous.

MOVIES, BOOKS, & OTHER BOSTON POP CULTURE

A comprehensive list of great films, books, podcasts and other musings to help get in the world of Your Cousin From Boston.

GOOD WILL HUNTING

Your Cousin says it's his favorite movie

THE DEPARTED

Your Cousin's real favorite movie

ALL SOULS by Michael MacDonald

This book's a bit of a bummer but if you're new to Boston, give it a whirl!

OLD DIRTY BOSTON PODCAST

There's a ton of great jokes in these stories

@ONLYINBOS

A Boston-centric meme account full of hilarious nuggets

BREWBOUND PODCAST

Beer industry podcast with great bev-alc insights

QUENCH YOUR THIRST

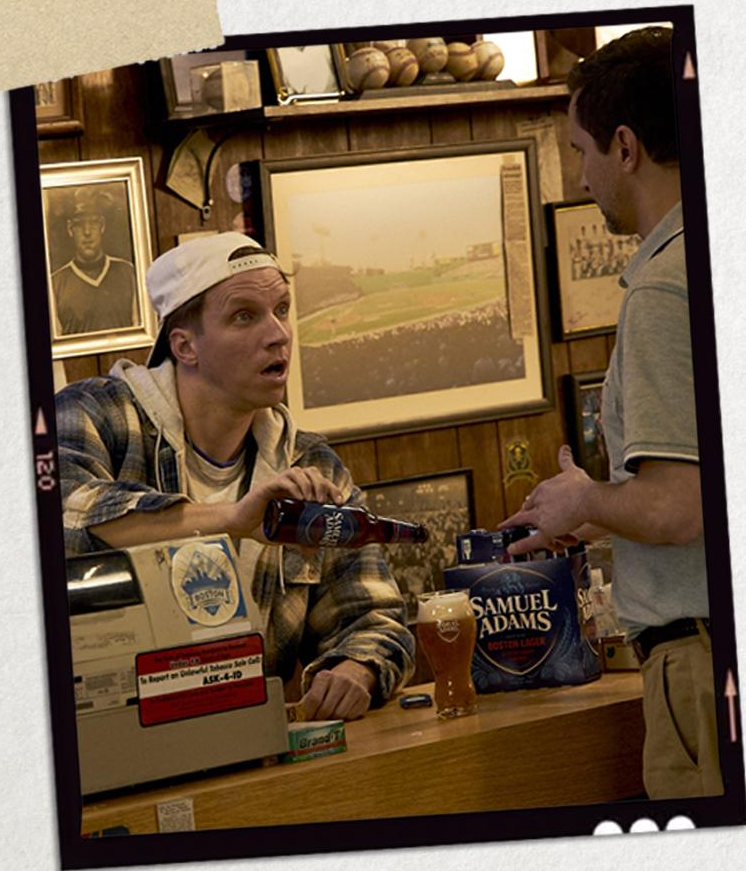
Sam Adams founder Jim Koch's autobiography. Must read.

DOUBLE DEAL PODCAST

Another one that's chock full of great stories



CLOSING TIME



As closing time approached, I couldn't help but ask him: Why?

Why does he refuse to grow up? Why is he content working a dead-end job and living at his mom's basement? Why does he drink beer at 2 in the afternoon?

He held up an old Polaroid from Fenway Park—smiling in the stands sat Your Cousin, his mother & kid sister, his best friends Matty & Billy, and a few out-of-towners they'd invited to pose for the shot. They cheers-ed plastic cups and Sam Adams to the camera.

"That's why," he said. "This is what it's all about."

In an instant—I understood. It's about love. It's about friendship. It's about spending what little time we have together instead of chasing things that will never make us happy. Beer, buds, memories...that's what makes life worth living.

"No you idiot," he said. "I get discount Sox tickets working here."