



Bud Ice/Bud Ice Light

Introduced:	1994
Beer Category/Styles:	Premium Regular – American ice lager (Bud Ice) Premium Light – American-style light lager (Bud Ice Light)
Taste Profiles:	Bud Ice's ice-brewing process creates a rich and slightly sweet flavor with a smooth finish. Bud Ice Light combines this unique taste profile with fewer calories.
Ingredients/Brewing:	Anheuser-Busch's exclusive ice-brewing process takes the beer to a temperature below freezing, which leads to the formation of ice crystals in the finishing process that gives Bud Ice and Bud Ice Light their rich, smooth taste.
Interesting Facts:	Bud Ice is America's first draft beer to be ice brewed.
Further Information:	Visit www.anheuser-busch.com .

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