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## Busch/Busch Light

<b>Introduced:</b>	<b>Busch:</b> 1955 <b>Busch Light:</b> 1989
<b>Beer Category/Styles:</b>	Value – American-style lager and American-style light lager.
<b>Taste Profiles:</b>	<b>Busch</b> offers a refreshingly smooth taste. <b>Busch Light</b> offers a light, balanced flavor, with fewer calories. Both beers have a pleasant hop aroma and a smooth, slightly sweet finish.
<b>Ingredients/Brewing:</b>	<b>Busch</b> and <b>Busch Light</b> are both brewed with a blend of premium American-grown and imported hops and a combination of malt and corn to provide a pleasant balanced flavor. Additionally, <b>Busch Light</b> undergoes a longer brewing process that produces a lighter body and fewer calories.
<b>Interesting Facts:</b>	Since being introduced regionally in 1955, the <b>Busch</b> beer brand family has grown to become one of the top-selling value beer brand families. <b>Busch</b> also holds a noted place in Anheuser-Busch history as the first new brand after the repeal of Prohibition.
<b>Further Information:</b>	Visit <a href="http://www.busch.com">www.busch.com</a> or <a href="http://www.anheuser-busch.com">www.anheuser-busch.com</a> .

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