



Michelob/Michelob Light “Reward Yourself”

Introduced:	Michelob: 1896 Michelob Light: 1978
Beer Category/Styles:	High End – European-style premium lager and European-style, low-carbohydrate light lager.
Taste Profiles:	Michelob is a malty and full-bodied lager with an elegant European hop profile. Michelob Light is a full-flavored and rich-tasting light lager offering a malty sweetness and aromatic hop profile with surprisingly low calories and carbohydrate content. Both beers are brewed traditionally for full, distinctive and classic character.
Ingredients/Brewing:	Michelob and Michelob Light are brewed with 100 percent malt, a blend of two-row and caramel malts, and are balanced with European noble aroma hop varieties from the Hallertau and Tettang regions. Michelob and Michelob Light are traditionally brewed, fermented and aged with our classic lager yeast strain and cold matured for balanced crispness.
Interesting Facts:	Michelob was created more than a century ago to be the “draught beer for connoisseurs.” For 66 years, it was distributed only as a draught product, and only to the finest retail outlets. In 1961, it was introduced in a bottle that became a legend within its own right, with its unusual hourglass shape and gold foil shrouded neck. Michelob became available in cans in 1967.
Further Information:	Visit www.michelob.com or www.anheuser-busch.com

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