



Michelob ULTRA Amber “The New Look of Light Beer”

Introduced:	Feb. 6, 2006
Beer Category/Style:	High End – American-style, light amber lager.
Taste Profile:	Features a beautifully rich, deep amber color with a complex, malty, full-flavored taste that is also low in calories and carbohydrates.
Ingredients/Brewing:	Brewed using the finest two-row and dark-roasted specialty malts for color, and a blend of imported and premium United States-grown noble aroma hops for balance and flavor.
Interesting Facts:	Michelob ULTRA Amber is the first extension of the Michelob ULTRA line.
Further Information:	Visit www.michelob.com or www.anheuser-busch.com

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