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## Budweiser Select

“Full Flavor, 99 Calories. The Exception to the Rule”

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| <b>Introduced:</b>             | 2005   |
| <b>Beer Category/Style:</b>    | Hybrid Premium Regular/Premium Light – American-style lager.   |
| <b>Taste Profile:</b>          | A distinctive and sophisticated full-flavored beer with fine hop aroma, bold caramel malt flavor and a refreshingly clean finish.  |
| <b>Ingredients/Brewing:</b>    | Brewed with two-row and roasted caramel malt for a rich color, and a blend of hand-selected premium American and Bavarian hops for balance and flavor. <b>Budweiser Select</b> spends approximately twice as long as regular beers in the brewhouse, which results in lower carbohydrate and calorie content after fermentation. |
| <b>Advertising Highlights:</b> | <b>Budweiser Select’s</b> advertising aims to elevate consumers’ awareness and understanding of the brand’s attributes and how the beer fits into contemporary lifestyles.   |
| <b>Interesting Facts:</b>      | <b>Budweiser Select</b> contains only 99 calories and 3.1 grams of carbohydrates per 12-ounce serving, which is favorable when compared with traditional premium regular/premium light lagers.   |
| <b>Further Information:</b>    | Visit <a href="http://www.budweiserselect.com">www.budweiserselect.com</a> or <a href="http://www.anheuser-busch.com">www.anheuser-busch.com</a> .   |

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