



# THE LIGHTER WAY TO THE HIGH LIFE

*The Champagne of Beers.*



**Celebrate Responsibly®**

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## BRAND STORY

Miller High Life represents how American lagers were born to be. It was created as a perfect balance of flavor and refreshment and has remained so since 1903. It embodies a simplicity, purity and integrity typically associated with products that are expensive and ultra-premium – yet it remains widely available and economically priced.

**Introduced in 1994, Miller High Life Light is the low-calorie, lighter profile version of Miller High Life.**

## BRAND FACTS

1. Introduced in 1903, Miller High Life is the oldest Miller Brewing Co. brand.,
2. For over 100 years, Miller High Life has been affectionately known as The Champagne of Beers, brewed to be the best of its kind
3. Served in the same iconic bottle since 1903 – a clear, champagne-like bottle to show the beer's golden color and signature effervescence
4. Brewed with light-stable hops so quality is not compromised when served in a clear glass bottle

## PRODUCT SPECIFICATIONS

- **STYLE:** American-style Light Lager
- **COLOR:** light golden
- **CALORIES:** 107
- **CARBS:** 6.2g
- **CARBONATED**
- **ABV:** 4.1%
- **IBUs:** 5
- **SRM:** 3.25

## TASTING NOTES

- **APPEARANCE:** Golden straw color, high clarity with creamy foam
- **AROMA:** Low bready & fruity aroma with a slight hop character
- **TASTE:** Malty with a slight sweetness balanced by a low bitterness and light body
- **FINISH:** Crisp, dry finish