

Miller Lite

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Brand Purpose

Championing holding true to yourself

Brand Story / History

“Quality, Uncompromising and Unchanging.” –

Frederick Miller

Over 150 years ago, Frederick Miller crossed the Atlantic with brewers yeast in his pocket, determined to brew a quality beer that everyone could enjoy.

In 1975, Miller Lite established the light beer category and introduced the perfect balance of lightness and flavor nationally. It’s a real Pilsner, brewed to have more color and taste with only 96 calories per 12oz. Since day one, our mission has been to deliver a great-tasting American-style Lager.

Brand Style— Hops – Malt

- Style: American Style Pilsner
- Hops: Triple hopped with Galena and Saaz
- Malt: 2-row and 6-row barley

Nutritionals – IBU- SRM

• Calories: 96	• Protein: <1 (grams)
• ABV: 4.2%	• IBUs: 6.5
• Carbs: 3.2 (grams)	• SRM: 3.3

Sensory Information (AATMF)

- APPEARANCE: Deep, radiant, golden quality and brilliant hue.
- AROMA: Medium malt and hop aroma with low fruit and ester notes.
- TASTE: Hop forward flavor and solid malt character with a soft bitterness. Smooth with a light to medium body.
- FINISH: Crisp, clean, and dry. Inviting another.

Brand Facts

- The Original Light Beer
- Great Taste, Less Filling
- 96 Calories, 3.2 Carbs
- More taste, fewer calories and half the carbs of Bud Light
- Most Gold Medal Awarded Light Beer

Food Pairings

- Fish Tacos
- Beer Can Chicken
- Cheese Curds

Priority or COT Priority

- On Premise: Draft and 12oz Bottle
- C-Store: 12/18pk can, 24oz single can

