



Miller High Life

Brand Purpose

To uphold quality for the everyman

Brand Story / History

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.

The Champagne of Beers®

Brand Facts

1. Introduced in 1903, Miller High Life is the oldest Miller Brewing Co. brand., inspired by Frederick Miller's belief that great beer should be within everyone's reach, regardless of class
2. For over 100 years, Miller High Life has been 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

Beer Style

- Style: American-style Lager

Balanced, approachable, refreshing – known for its perfect storm of tiny bubbles

Nutritionals – IBU – SRM

- Calories: 141
- ABV: 4.6%
- Carbs: 12.2 (grams)
- Protein: <1 (grams)

- IBUs: 7
- SRM: 3.25

Sensory Information (AATMF)

- **APPEARANCE:** Golden and bright with creamy foam and visible effervescence
- **AROMA:** Low to moderate bready, fruity aroma with a slight hop character
- **TASTE:** Malty with a slight sweetness balanced by a moderate bitterness and medium body
- **FINISH:** Crisp, smooth aftertaste

Food Pairings

- Pairs well with lightly prepared, modestly spiced chicken and fish dishes as well as pub food like cheeseburgers, tacos, and fried fare.



Priority SKUs

- 12pk bottle, 30pk can, 6pk 16oz can, 7oz 6pk bottle

COT Priority

- Convenience, Grocery, Liquor, On Premise