



The Champagne of Beers®

To Bring Pride to the Simple Things in Life.

BRAND HIGHLIGHTS

- 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.
- High Life has the **highest household penetration** of any economy brand
- High Life has the **highest \$ share of MC economy**
- High Life is the **fastest growing economy brand on-premise**

PRODUCT SPECIFICATIONS

- **STYLE:** American-Style Lager
- **CALORIES:** 141
- **CARBS:** 12.2 (grams)
- **ABV:** 4.6%
- **PROTEIN:** <1 (grams)
- **SRM:** 3.25
- **IBUs:** 7

Priority SKUs

- 32oz cans or bottles
- 12pk bottle
- 30pk can
- 6pk 16oz can



Kegs
9-week
Shelf- Life



Cans
18-week
Shelf- Life



Bottles
18-week
Shelf- Life

*Source: Circana PNL Total Outlets L52 w/e 12/28/25, POS MULO+C L52 w/e 12/28/25; Nielsen On-Premise L4 vs. YA w/e 12/28/25



The Champagne of Beers®

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.

BRAND FACTS

- 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.
- For over 100 years, Miller High Life has been known as the Champagne of Beers, brewed to be the best of its kind.
- Served in the same iconic bottle since 1903 – a clear, champagne-like bottle to show the beer's golden color and signature effervescence.
- Brewed with light-stable hops so quality is not compromised when served in a clear glass bottle
- Balanced, approachable, refreshing –known for its perfect storm of tiny bubbles
- Food Pairings: Pairs well with lightly prepared, modestly spiced chicken and fish dishes as well as pub food like cheeseburgers, tacos, and fried fare.
- Highest household penetration of any economy brand*
- Highest \$ share of MC economy
- Fastest growing economy brand on-premise*

PRODUCT SPECIFICATIONS

- Style: American-style Lager
- Calories: 141
- ABV: 4.6%
- Carbs: 12.2 (grams)
- Protein: <1 (grams)
- IBUs: 7
- SRM: 3.25

TASTING NOTES

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

*Source: Circana PNL Total Outlets L52 w/e 12/28/25, POS MULO+C L52 w/e 12/28/25; Nielsen On-Premise L4 vs. YA w/e 12/28/25