



BRAND STORY

Mickey's was originally introduced in 1962 by Sterling Brewers Inc. of Evansville, IN. Mickey's is packaged in both cans and bottles, but is popularly known for its green, beehive-shaped, waffle- patterned, wide-mouthed 12-ounce bottle, often referred to as a "grenade". Miller Brewing Company acquired Mickey's and Mickey's Ice in 1999.

BRAND FACTS

- Mickey's is the fine malt liquor with a full body.
- Its unique big-mouth 12-ounce bottle is one of its key brand equities.
- Mickey's pushes the boundaries with its ironic and irreverent attitude to delight its target consumer of males, aged 21–24, who seek to live life to its fullest, like to experience new things, and seek fun moments and occasions to consume beer.

PRODUCT SPECIFICATIONS

- **STYLE:** Malt Liquor
- **COLOR:** Golden pour with notable lacing
- **CALORIES:** 157
- **CARBS:** 11.1g
- **ABV:** 5.6%
- **SODIUM:** 10g
- **PROTEIN:** 1.1g

TASTING NOTES

AROMA	TASTE
Moderate aroma of mostly fruit ester and floral tones	Grain forward with a moderate hop flavor and bitter behind
MOUTHFEEL	FINISH
Moderate body	Finishes smooth with very little aftertaste