



Re-introducing Miller High Life Light, a lighter take on the 120-year-old favorite, Miller High Life. Complete with the same signature effervescence, great taste, and iconic champagne-like bottle.

BRAND HIGHLIGHTS

- As consumers become more price conscious, drive Economy Light beer growth with Miller High Life Light
- Leverage Miller High Life's brand badge, and in-market momentum, to win back lapsed drinkers and attract new ones

PRODUCT SPECIFICATIONS

- **STYLE:** American-Style Light Lager
- **COLOR:** light golden
- **CALORIES:** 107
- **CARBONATION:** effervescent
- **CARBS:** 6.2g
- **ABV:** 4.1%

PLACEMENT:

Next to Miller High Life

PRICE GUIDANCE:

Line priced with High Life

SHELF LIFE

18 weeks

CURRENT GEOS:

Illinois
Minnesota
Wisconsin
Ohio
Kentucky
North Dakota
Iowa
Indiana
Michigan

2026 EXPANSION:

Pennsylvania
Delaware
North Carolina
South Carolina
Nebraska
Georgia
Alabama
Tennessee

Kansas
Louisiana
Mississippi
South Dakota
Oklahoma
Missouri
Arkansas

SKUs

6pk 16oz Can
12pk 12oz Bottle
12pk 12oz Can
24 pk 12oz Can
30 pk 12oz Can



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

PRODUCT DETAILS

STYLE	Light Lager
TARGET CONSUMER	Economy/Economy Light Beer Drinker
MARKETS	Select Markets
NUTRITION PROFILE	107 calories /12oz, 6.2g carbs
ABV	4.1% / 12oz
OSKU	12pk Bottles: 700522 12pk Cans: 700828 6pk 16oz Cans: 700817
PACKAGE DIMENSIONS/ WEIGHT	12pk Bottles 10 IN X 7.5 IN X 9.2 IN; 14.96 LB 12pk Cans: 10.5 IN X 8 IN X 5 IN; 10.2 LB 6pk 16oz Cans: 7.85 IN X 5.25 IN X 6.2 IN; 6.6 LB
CASE DIMENSIONS / WEIGHT	12pk Bottles: 15.1 IN X 10 IN X9.25 IN; 30.75 LB 12pk Cans: 21.18 IN X 9.96 IN X 8.08 IN ; 20.52 LB 6pk 16oz Cans: 16.13 IN X 10.75 IN X 6.26 IN; 26.34 LB
UNITS PER PALLET	12pk Bottles: 56 12pk Cans: 105 6pk 16oz Cans: 56
LAYERS PER PALLET	12pk Bottles: 7 12pk Cans: 14 6pk 16oz Cans: 8
UNITS PER LAYER	12pk Bottles: 8 12pk Cans: 7.5 6pk 16oz Cans: 7
SHELF LIFE	18 weeks
PRICING GUIDANCE	Line priced with High Life
PLACEMENT	Adjacent to High Life



16oz Can Primary



12oz 12pk Can Primary



12oz 12pk Can Inner



12oz 12pk Can Outer



12oz 12pk Bottle Primary



12oz 12pk Bottle Inner



PRODUCT DETAILS – Large Packs	
STYLE	Light Lager
TARGET CONSUMER	Economy/Economy Light Beer Drinker
MARKETS	Select Markets
NUTRITION PROFILE	107 calories /12oz, 6.2g carbs
ABV	4.1% / 12oz
OSKU	24pk Cans: 700816 30pk Cans: 700824
PACKAGE DIMENSIONS/ WEIGHT	24pk Cans: 15.73 x 4.93 x 10.58 30pk Cans: 13.15 x 7.86 x 9.75
CASE DIMENSIONS / WEIGHT	24pk Cans: 20.25 lbs 30pk Cans: 25.01 lbs
UNITS PER PALLET	24pk Cans: 98 30pk Cans: 91
LAYERS PER PALLET	24pk Cans: 17 30pk Cans: 7
UNITS PER LAYER	24pk Cans: 7 30pk Cans: 13
SHELF LIFE	18 weeks
PRICING GUIDANCE	Line priced with High Life
PLACEMENT	Adjacent to High Life



12oz 24pk Can Consumer



12oz 24pk Can Outer



12oz 24pk Can Inner



12oz 30pk Can Consumer



12oz 30pk Can Outer



12oz 30pk Can Primary

