



Milwaukee's Best Premium



Brand Story / History

- Milwaukee's Best was first brewed by Gettelman in the 1890s, and in 1961 Miller purchased the brewery.
- Milwaukee's Best is a Lager of the finest quality malted barley, selected grains and choicest hops. Highly drinkable. Highly affordable.
- Milwaukee's Best Premium won the silver medal at the Great American Beer Festival® in 2003 for American Lager/Cream Ale and silver in 2004 and bronze in 2005 for American-Style Lager.

Brand Facts

- Established in 1895
- Born in Milwaukee, WI
- Miller Brewing Company
- ABV: 4.8%

Brand Style

- Style: American-Style Lager

Nutritionals – IBU - SRM

- | | |
|-----------------|-------------------------|
| • Calories: 142 | • Carbs: 11.5 (grams) |
| • ABV: 4.8 % | • Sodium: 5 (mg) |
| • SRM: 3.46 | • Protein: <1.0 (grams) |
| • IBUs: 11.2 | |

Sensory Information (AATMF)

- Appearance—Golden, bright
- Aroma—Low to moderate hop aroma with a moderately fruity character
- Taste—Malty with a medium body
- Mouthfeel – Low-moderate body
- Finish—Low bitterness and aftertaste

COT Priorities

- C-Store: 15pk, 32oz, 30pk, 6pk 16oz, 24oz
- Liquor: 30pk, 24pk, 15pk, 24oz
- Grocery: 30pk, 24pk, 15pk



Milwaukee's Best Light



Brand Story / History

- Brewed to the highest quality brewing standards, Milwaukee's Best Light delivers a crisp taste at a great price.
- Milwaukee's Best Light won the silver medal the Great American Beer Festival in 2006 for American-Style Light Lager.

Brand Facts

- Born in Milwaukee, WI
- Miller Brewing Company
- ABV: 4.1%

Brand Style

- Style: American-Style Light Lager

Nutritionals – IBU - SRM

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|----------------|-------------------------|
| • Calories: 96 | • Carbs: 3.5 (grams) |
| • ABV: 4.1 % | • Sodium: 5 (mg) |
| • SRM: 3.00 | • Protein: <1.0 (grams) |
| • IBUs: 16 | |

Sensory Information (AATMF)

- Appearance—Golden, bright
- Aroma—Low to moderate aroma with a low to moderate fruity character. Slight malt and piney hop notes
- Taste—Slightly malty with a low to moderate bitterness and a light body
- Mouthfeel – Low body
- Finish—Low aftertaste

COT Priorities

- C-Store: 15pk, 30pk, 24pk, 6pk 16oz
- Grocery: 30pk, 24pk, 15pk, 6pk 16oz
- Liquor: 30pk, 24pk, 15pk, 6pk 16oz



Milwaukee's Best Ice

Brand Story / History

- A refreshing, smooth, highly drinkable Ice Lager. The temperature of Milwaukee's Best Ice is lowered to below freezing during brewing to form ice crystals that impart the beer's smoothness and 5.9% alcohol content.
- Milwaukee's Best Ice won the bronze medal for American-Style Specialty Lager at the 2003 Great American Beer Festival and 2006 World Beer Cup®.

Brand Facts

- Born in Milwaukee, WI
- Miller Brewing Company
- ABV: 5.9%

Brand Style

- Style: American-Style Ice Lager

Nutritionals – IBU - SRM

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|-----------------|------------------------|
| • Calories: 148 | • Carbs: 7.6 (grams) |
| • ABV: 5.9 % | • Sodium: 8 (mg) |
| • SRM: 5.03 | • Protein: 1.0 (grams) |
| • IBUs: 15 | |

Sensory Information (AATMF)

- Appearance – Clear, golden color with quick foam and lacing
- Aroma – Low-moderate aroma with a blend of fruit character and hop notes
- Taste – Low-moderate sweet malty profile with low, hop-appropriate bitterness
- Mouthfeel – Low-moderate body
- Finish – Trace malt and alcohol



COT Priorities

- C-Store: 32oz, 24oz, 15pk, 6pk 16oz
- Liquor: 24oz, 30pk, 32oz, 15pk, 6pk 16oz
- Grocery: 15pk, 30pk, 24pk, 6pk 16oz, 24oz