

“Quality, Uncompromising and Unchanging.” – Frederick Miller.

BRAND HIGHLIGHTS

- It's Miller Time
- Legendary Moments Start with a Lite
- Great Taste. 96 Calories
- Loyal Buyers: 73% of Miller Lite buyers are repeat purchasers*
- Improving Consideration: +4% in Consideration with Adults 21+*
- #3 brand in HH Penetration across all Premium Beer Brands*
- Buyers Spend More: #2 in Dollars per Buyer in the Premium Beer Category*

*Source: in Notes

PRODUCT SPECIFICATIONS

- Style: American-style Pilsner
- Calories: 96
- ABV: 4.2%
- Carbs: 3.2 (grams)
- Protein: <1 (grams)
- IBUs: 6.5
- SRM: 3.3

PACKAGE OPTIONS



Kegs
9-week
Shelf- Life



Cans
18-week
Shelf- Life



Bottles
18-week
Shelf- Life



Aluminum Pints
26-week
Shelf-Life

IT'S *Miller* TIME®



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BRAND STORY

Over 150 years ago, Frederick Miller crossed the Atlantic with brewers yeast in his pocket, determined to brew a quality beer that everyone could enjoy.

In 1975, Miller Lite established the light beer category and introduced the perfect balance of lightness and flavor nationally. It's a real Pilsner, brewed to have more color and taste with only 96 calories per 12oz. Since day one, our mission has been to deliver a great-tasting light beer.

BRAND FACTS

- The Original Light Beer, born in 1975
- Great Taste, 96 Calories
- Legendary Moments Start with a Lite
- Loyal Buyers: 73% Miller Lite buyers are repeat purchasers
- Improving Consideration: +4% in Consideration with Adults 21+*
- #3 brand in HH Penetration across all Premium Beer Brands*
- Buyers Spend More: #2 in Dollars per Buyer in the Premium Beer Category*

PRODUCT SPECIFICATIONS

- Style: American Style Pilsner
- Hops: Triple hopped with Galena and Saaz
- Malt: 2-row and 6-row barley
- Calories: 96
- ABV: 4.2%
- Carbs: 3.2 (grams)
- Protein: <1 (grams)
- IBUs: 6.5
- SRM: 3.3

TASTING NOTES

- **(A)** APPEARANCE: Deep, radiant, golden quality and brilliant hue.
- **(A)** AROMA: Medium malt and hop aroma with low fruit and ester notes.
- **(T)** TASTE: Hop forward flavor and solid malt character with a soft bitterness.
- **(M)** MOUTHFEEL: Smooth with a light to medium body.
- **(F)** FINISH: Crisp, clean, and dry. Inviting another.

*Source: in Notes

**Avg. Analysis (12 fl oz), 96 calories, 3.2g carbs, <1 g protein, 0.0g fat.
Taste Test performed by Institute for Perception, Feb 2023