

IMPORTANT NEWS ABOUT BEER FROM MILLER BREWING COMPANY

BREVIEWS & VIEWS

**New Miller Beer joins America's popular beer family**

For more than 140 years, Miller Brewing Company has created a variety of beers to satisfy beer drinkers' tastes. Each beer - Miller Lite, Lite Ice, Miller Genuine Draft, Miller Genuine Draft Light, High Life, and now Miller Beer - is brewed with the highest-quality ingredients and brewing traditions that have been handed down for generations.

New Miller Beer is brewed from the "heart of the hops" for a fuller flavor with little bitterness; Miller



Miller Brewing adds new Miller Beer to its family: Lite Ice, Miller Lite, Miller Beer, Miller Genuine Draft, MGD Light, High Life.

Lite is a great-tasting, low-calorie premium beer; Miller Genuine Draft is a premium beer brewed using a patented cold-filtered process; and High Life is a traditional American full-flavored lager.

**Beer drinkers call for Miller Beer - the one with the red label**

As new Miller Beer becomes available in bars and restaurants across the country, the brand is quickly becoming known as "Miller with the red label."

Paul Roller, president of Miller Brands, a Miller wholesaler in Milwaukee, Wis., says that referring to the brand's distinctive red packaging graphics is an easy way for beer drinkers to order the beer.

"This helps cut through the clutter in many busy bars," says Roller.

**Big flavor, big advertising**

Miller Brewing's newest brand with big flavor is supported by a substantial advertising line-up. "Miller Beer is for beer drinkers who associate great possibilities in beer taste with great possibilities about themselves," said a company spokesperson. "Our advertising reflects this."

The advertising for the brand uses the tagline "Reach for what's out there" and includes national television, radio, print and billboards and introduces new Miller Beer and its unique product profile. The highly visible television campaign includes major sports programs such as the NBA Finals and prime time programs.



# Miller introduces brand new beer bearing family name

**Brewmaster: "Miller Beer makes thirst worthwhile"**

By Mike Gilman

When you craft a beer that stands out from the crowd, picking a name is easy - you name it after yourself. That's what Miller Brewing Company has done with its new creation - Miller Beer.

"We take a lot of pride in creating a beer so good, we're just calling it who we are," says Miller Brewmaster David Ryder.

Available nationwide this spring, Miller Beer is a premium, mainstream beer with a full, rich flavor. The secret is a special brewing process using

the best part of the hops -- what Miller calls the "heart of the hops."

"Hops are what give beers their individual, distinct taste," says Ryder. "Using the heart of the hop results in a beer that is big in flavor, short on bitterness and a taste that goes down easy."

Tastes and preferences in beers are evolving, adds Ryder, who points out that the popularity of light beers indicates some people want beers that are easy to drink and not bitter or filling. At the same time, other people want fuller-flavored beers -- witness the interest in micro-brews and specialty beers.

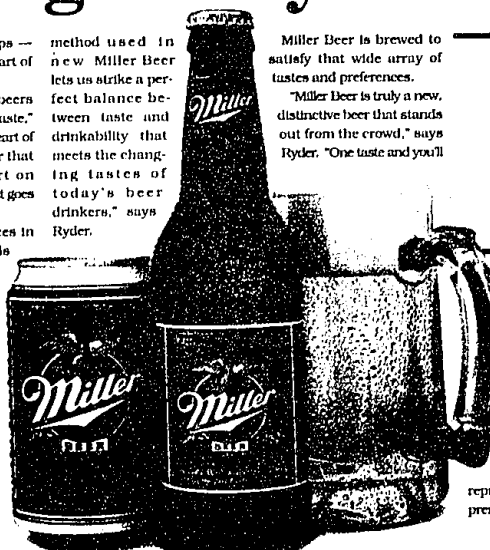
"The special brewing

method used in new Miller Beer lets us strike a perfect balance between taste and drinkability that meets the changing tastes of today's beer drinkers," says Ryder.

Miller Beer is brewed to satisfy that wide array of tastes and preferences.

"Miller Beer is truly a new, distinctive beer that stands out from the crowd," says Ryder. "One taste and you'll

**"For a beer that's full of flavor with less bitterness, and remarkably easy to drink."**



Miller Beer's distinct red label makes big impact with beer drinkers.

know the difference." New Miller Beer stands out on the shelf, too. A striking red, blue and white logo in a traditional brown bottle makes it easy to identify.

Miller Brewing Company expresses confidence that Miller Beer represents a new standard for premium, mainstream beers.

## Experts agree: New Miller Beer dethrones the competition

By Peter Marino

Throughout time, the ultimate test for an up-and-comer has been to challenge the champion. In the beer industry, where taste is king, the most direct challenge is a taste test.

In an independent, blind taste test conducted by a major metropolitan daily newspaper with three well-known beer experts, new Miller Beer soundly defeated the top-selling beer in the American premium mainstream beer category, which is the largest

segment in the beer industry and includes a variety of full-calorie products.

Following the conventional rules for a taste test, the three experts, all of whom have judged

numerous professional beer competitions in the past, scrutinized their beers for nearly half an hour and then all three -- one a native of England, one German-born and one a Milwaukee native,

scored new Miller Beer the taste champion.

With comments such as "...good malt balance," "...fuller flavor, nice finish," "...nice follow-through with hop flavors," "...it's a better beer," the experts were unanimous in their

**"It's a better beer."**

-Dennis Davison, beer judge

assessment of new Miller Beer. We found out how you can conduct your own taste test. Try it with new Miller Beer and the leading American-style lager. Here's how:

### The heart of the matter Quality hops mean big flavor, smooth taste

By Jori Mendel

In a proprietary brewing method, Miller Brewing Company is using "the heart of the hops" to brew a beer with full flavor but very little bitterness -- new Miller Beer.

With 140 years of brewing under its belt, Miller spent more than two years crafting this new beer, brewed with only the best part of select hops.

"Hops are the spice of beer adding their own special taste, aroma, texture but also bitterness," explains David Ryder, brewmaster for Miller.

"When brewing new Miller Beer, we use only the heart of the hop to produce a rich flavor that diminishes the bitter charac-



Hops are the spice of beer: adding flavor, texture and aroma.

teristics typically associated with full-flavored beers," says Ryder. "This gives Miller Beer its smooth taste and rich texture."

The new brewing process also gives Miller Beer richer flavor by

allowing the use of four times more hops than are typically used in premium, mainstream, full-calorie beers.

"More hops means more flavor, richer texture, but in the case of new Miller Beer, less bitterness," says Ryder.

Quality hops are essential to brewing quality beer. More than 100 varieties of hops are cultivated nationwide. Miller Beer is brewed with highest quality of Galena hops from the Pacific Northwest.

**"More hops means more flavor, more texture, but in the case of new Miller Beer, less bitterness."**

Gather some friends or "tasters," two plastic-style glasses per taster, Miller Beer and the challenging beer of your choice in the American-style premium lager category. Use the score card below. Each beer should be scored on color, aroma, flavor, smoothness / easy to drink and less bitter aftertaste.

Chill both beers to approximately 38 degrees Fahrenheit. Ask a non-taster to pour both beers behind a shield to ensure an objective, "blind" tasting. Ask each participant to taste the beer and record their rating in each category, using 1 (poor) to 5 (great) for each characteristic. Repeat this process with the second beer, gather all score cards and compare. The beer with the higher score is your taste-test winner.

1. Golden Color
2. Aroma
3. Full-Bodied Flavor
4. Smoothness, Easy To Drink
5. Less Bitter Taste

