



The Miller Genuine Draft Story



Miller Genuine Draft is **Draft Beer In a Bottle**.

Miller Genuine Draft utilizes an innovative cold filtering process that allows us to capture fresh draft taste in every bottle. Unlike many beers, it's never heat pasteurized, which means it's genuinely draft beer, bottled. Cold-filtered four times, MGD delivers fresh from the tap taste.

Menu Description Choose the description that works best for your establishment.

Miller Genuine Draft American Lager
4.7% | 12oz | \$\$ | Miller Brewing Co., Milwaukee, WI

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A golden lager, malty and balanced with a slight hop aroma, finishes crisp and clean.

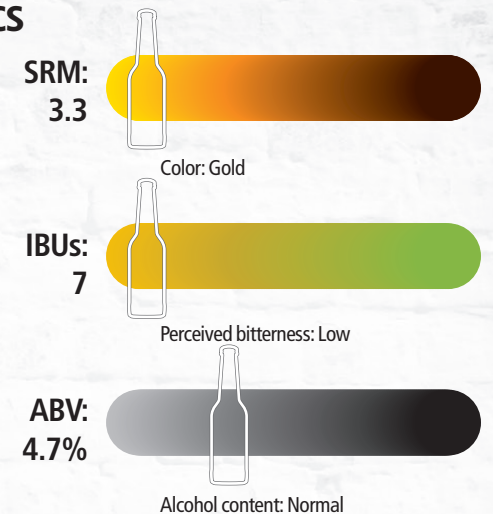
Style and Brand Characteristics

Style: American Lager

History: Miller Genuine Draft launched over 25 years ago in 1986 and has grown to become a global brand sold in over 56 countries around the world.

Overall Impression: Golden and bright with a creamy foam, malty and fruity with a slight hop character. Crisp, smooth finish.

Food Pairing: The clean, crispness of MGD makes it a great palate cleanser, pairing well with foods like hot dogs, brats, burgers, and fish.



Brand Facts

- ▶ Miller Genuine Draft utilizes an innovative cold filtering process that allows us to capture fresh draft taste in every bottle. It's the world's first four-time cold-filtered beer.
- ▶ It is never heat pasteurized, which means it's genuinely draft beer, bottled.
- ▶ Miller Genuine Draft is a global brand, sold in over 56 countries.
- ▶ MGD is brewed with 100% American hops from the Pacific Northwest and the same yeast Frederick Miller brought from Germany in 1854.
- ▶ Miller Genuine Draft **World Beer Cup®**
American-style Lager (silver medal, 2014)
American-style Premium Lager (silver medal, 1998)
- ▶ **Great American Beer Festival®**
American-style Premium Lager (bronze medal, 2010)
American-style Lager (silver medal, 2007)
American-style Premium Lager (silver medal, 2003)
American-style Premium Lager (silver medal, 2000)
American-style Premium Lager (gold medal, 1999)
American-style Premium Lager (silver medal, 1998)
American-style Premium Lager (silver medal, 1997)
American-style Premium Lager (silver medal, 1992)
American-style Premium Lager (bronze medal, 1988)