



## The Miller High Life® Story



Miller High Life is the quintessentially classic American beer. Over 150 years ago, a young brewer named Frederick Miller came to America equipped with German brewing know-how and a dream of bringing quality beer to the masses. In 1903, his dream was realized with Miller High Life. The iconic Girl in the Moon logo gave us a face, and a lasting tagline captured our distinctive liquid – The Champagne of Beers®.

As such, there's a whole lot of tradition that goes into making Miller High Life today. We brew the golden pilsner with the yeast our founder brought over from Germany, light stable galena hops from the Pacific Northwest and a select combination of malted barley. This combination made it a favorite in 1903 and in 2013, Miller High Life celebrated its 110-year anniversary. This quality beer has stood the test of time and will continue to make history for years to come.

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

**Miller High Life** American Lager  
4.7% | 12oz | \$\$ | Miller Brewing Co., Milwaukee, WI

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Traditionally brewed with the same quality and care since 1903, using pale and caramel malts for a brilliant, golden beer with a crisp, smooth finish.

## Style and Brand Characteristics

**Style:** American-style Lager

**History:** Miller High Life, "The Champagne of Beers," is a timeless American beer dating back to 1903.

**Overall Impression:** Pale and caramel malts balance with low hop bitterness, for a crisp, smooth finish.

**Food Pairing:** This golden and effervescent lager pairs well with lightly prepared, modestly spiced chicken and fish dishes as well as pub food like cheeseburgers, tacos, and fried fare.

**SRM:**  
3.25



**IBUs:**  
7



**ABV:**  
4.7%



## Brand Facts

- ▶ Introduced in 1903, Miller High Life is the oldest Miller Brewing Company brand.
- ▶ In 1907, the brand was christened, "The Champagne of Bottle Beer."
- ▶ In the early 50s, famous modernist designer *Brooks Stevens* created the "soft cross," which became Miller's corporate logo and the icon on Miller High Life packaging.
- ▶ Miller High Life uses light-stable hops so it can serve its quality beer in a clear-glass bottle.
- ▶ Miller High Life's iconic bottle shape is unique to the industry.
- ▶ The phrase "It's Miller Time®" originated with Miller High Life in 1971.
- ▶ Miller High Life **World Beer Cup®**  
American-style Lager (gold medal, 2006)  
American-style Lager (gold medal, 2002)
- ▶ **Great American Beer Festival®**  
American-style Lager or Premium Lager (silver medal, 2009)  
American-style Lager (silver medal, 2006)  
American-style Premium Lager (bronze medal, 2005)  
American-style Premium Lager (silver medal, 2004)  
American-style Lager (bronze medal, 1999)  
American-style Pilsners (silver medal, 1989)