

# Miller Lite

## The Miller Lite® Story

"Quality, Uncompromising and Unchanging." – Frederick Miller



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 American-style Lager. Today, over half a million servings of Miller Lite are sold every hour in America.

Av. analysis (12 fl oz): 96 cal, 3.2g carbs, <1g protein, 0.0g fat

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

**Miller Lite** American Light Pilsner  
4.2% | 16oz | \$\$ | Miller Brewing Co., Milwaukee, WI

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## Style and Brand Characteristics

**Style:** American Light Lager

**History:** In 1975 Miller Lite was launched nationally.

**Overall Impression:** Light-bodied and effervescent, malty notes balance with low hop bitterness for a crisp refreshing finish.

**Food Pairing:** Its taste and carbonation balance well with bready, fried food, making it perfect with pizza, wings & burgers.



Color: Pale Straw



Perceived bitterness: Low



Alcohol content: Low

## Brand Facts

- ▶ Miller Lite is the original light Pilsner.
- ▶ Brewed for 21 days to deliver the perfect balance of lightness and taste.
- ▶ Miller Lite is brewed with Choice hops, and two-row and six-row barley.
- ▶ The Miller Lite tap handle is carved in the USA out of Pacific Northwest ash wood.
- ▶ Triple-hops brewed for great pilsner taste. Easy drinking profile, well suited for occasions when sessionability matters.
- ▶ Miller Lite **World Beer Cup®**  
American-style Light Lager (gold medal, 2006)  
American-style Light Lager (gold medal, 2002)  
American-style Light Lager (gold medal, 1998)  
American-style Light Lager (gold medal, 1996)
- ▶ **Great American Beer Festival®**  
American-style Lager or Light Lager (gold medal, 2014)  
American-style Light Lager, Light Lager or Premium Lager (silver medal, 2012)  
American-style Lager or Light Lager (gold medal, 2010)  
American-style Light Lager (silver medal, 2003)