

# Michelob

## Reward yourself with the beer for connoisseurs



**Originally introduced by Budweiser brewers Anheuser-Busch, in 1896, Michelob has used its 110-year history to build up a reputation as a 'beer for connoisseurs'.**

Until 1961 Michelob was available only in draught, with the exception of one notable occasion. According to the archives in 1908, Adolphus Busch – Budweiser's founder – permitted Anheuser-Busch's Chicago branch manager Fritz Sontag, to bottle two barrels of Michelob for a special occasion; a diamond sunburst label was printed for this one-off bottling.

It was Adolphus who established 'The Michelob' in St Louis, Missouri. This prototype retail outlet encouraged other bar owners to visit and see how the draught was (and should be) served. The Michelob was effectively the first 'beer school' for the brewer, a practice that still continues to this day.

In the early days of the brand, most of Michelob's advertising came about through word-of-mouth. After prohibition was lifted – in 1933 – this changed when the brand became more visible, appearing in print and on billboard advertising as well as through point-of-sale promotions in bars. From this point onwards all brand advertising and promotion was aimed at emphasising Michelob's 'super premium' status.

Prior to the 1960s, Michelob was exclusively available on draught, but at that time brewmasters were confident they could retain the distinctive draught taste of the beer even in a bottle. To highlight the brand's premium status, designer Jerome Gould was

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commissioned to craft a new type of bottle for the evolving brand. He came up with an iconic teardrop shaped bottle and gold foil shrouded neck – introduced in 1961 – that received the highest award from the Industrial Designers Institute the following year.

Michelob is a classic lager beer brewed for a full, satisfying and distinctive character using the finest ingredients available that include two-row barley malt and noble European hop varieties prized for their aromatic qualities. Michelob is cold-matured on beechwood for a clean flavour and finish.

In 1972, Michelob began its long association with professional golf. Then, in 1978, the brand introduced Michelob Light. Further brand extensions followed including Michelob Classic Dark in 1981 and Michelob Golden Draft in 1991.

In 2002 Michelob ULTRA was introduced. It was the first beer on the market to offer a premium lager with low carbohydrates and low calories and was specifically targeted at consumers with active lifestyles. Michelob ULTRA took on the golfing associations of its parent brand, including being the official beer of the LPGA Tour, PGA Tour and Champions Tour. It is also the title sponsor of the LPGA Michelob ULTRA Open at Kingsmill, and title sponsor of the Michelob ULTRA London triathlon – the world's largest triathlon – and sponsor of Team GB triathlete Stuart Hayes.

Just a year after its introduction Michelob ULTRA became the fastest growing new brand within the beer industry, its popularity growing particularly amongst adult fitness enthusiasts and those looking for a quality tasting beer but with lower carbohydrates and fewer calories.

With an understated class and distinctive mellow taste Michelob has established its credentials as a well-kept secret, becoming a beer of choice for the connoisseur.

