

# HOW TO MAKE YOUR OWN BUD.

**Budweiser**



This is the famous Budweiser beer. We know of no brand produced by any other brewer which costs so much to brew and age. Our exclusive Beechwood Aging produces a taste, a smoothness and a drinkability you will find in no other beer at any price.



**GENUINE**

**Budweiser**

KING OF BEERS®

*Brewed by our original process from the  
Choicest Hops, Rice and Best Barley Malt*

*Anheuser-Busch, Inc., St. Louis, Mo.*

**GENUINE**

There's no secret to making Budweiser. In fact, we're more than happy to share the recipe with anyone who wants to try their hand at brewing the King of Beers.

First, you'll need the famous Budweiser ingredients. And since your shopping trip will take you around the world, we suggest you charter a plane.

You'll need malt from the choicest two-row and six-row barley fields in North America.

You'll need select hops like the Hallertau from Germany, the Saaz from Czechoslovakia, the Cascade from Washington State and the Willamette from the Oregon Valley.

Your search for the right combination of rice will

take you to California, Texas, Mississippi and Louisiana.

Your brewer's yeast must come from a carefully protected, pure strain found only in St. Louis. And, of course, you'll need some genuine Beechwood. For that you'll have to trek deep into the Arkansas forest.

Once you've got your ingredients together all you'll need to do is build a sophisticated state-of-the-art brew house, a beechwood aging cellar and a bottling facility. Throw in a few brewmasters who've spent their entire lives in quest of quality. And in about 100 years, you'll be brewing Bud with the best of 'em.

**THIS BUD'S  
FOR YOU.**