

WE'RE INTO HEAVY METAL.



The draft beer keg. It's awkward. It's bulky. And it's not particularly attractive. But in all our years in the brewing business we've found no other container better suited for maintaining the consistent quality of real, ice-cold draft beer than the keg.

So whenever you purchase Budweiser draft beer, it comes from a keg. Not because we still care that much about kegs. But because we still care that much about quality.

Draft beer in kegs. It's just one of the reasons why Budweiser has remained the King of Beers - for more than 110 years.

**THIS BUD'S
FOR YOU.®**