

Have you heard the one about the cow, the Frenchman, and the bottle of Budweiser?



It goes something like this.

In 1872, a Frenchman by the name of Louis Pasteur discovered a way of keeping beer fresh for an indefinite period of time. He called the process "pasteurization." A short time later, an American brewer by the name of Adolphus Busch got wind of the idea. And he soon began using it to bottle his own beer.

It all started a revolution in the packaging of fresh goods. In fact, 22 years later, the dairy industry would jump on the wagon. That's where the cow fits in.

It's an old story, but an important one. Because every time you pop open a pasteurized and cold filtered Bud[®], you know you can count on a fresh tasting beer. One made with quality in mind. And that's no joke.

Pasteurization. It's just one of the reasons why Budweiser has remained the King of Beers[®] for over 110 years.

**THIS BUD'S
FOR YOU.[®]**