

DRY



If your idea of dry is something parched, hot, and dusty, get ready for a new kind of dry. A revolutionary breakthrough in beer taste and enjoyment. Introducing new Michelob. Dry. It's brewed longer to start bold, finish clean without a trace of aftertaste, and refresh completely.™ From now on, this is what dry is.

One taste and you'll drink it dry.™

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