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# INTRODUCING NEW MICHELOB 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. 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.™**