



There's beer and there's Michelob.
The difference is day and night.

Even in the dark. Without labels. Or bottle shape. Or hype. You can tell the difference. Because it's not the way Michelob looks that makes it special. It's the way it tastes. The full body of a superb lager with an exceptional smoothness no other beer can match.

For over ninety years, Michelob has been carefully brewed with the world's most expensive ingredients. Aged to perfection. A beer to be savored.

A beer that could make tonight the best part of your day.

Of course, you don't have to wait until night to drink Michelob. But you just might want to sit back, close your eyes and enjoy the difference superior quality makes.



The night belongs to Michelob.®