



Busch Ice

Introduced:	1995
Beer Category/Style:	Value – American ice lager.
Taste Profile:	Rich, smooth taste with exceptional drinkability and a slightly sweet finish.
Ingredients/Brewing:	Brewed with a blend of premium American and imported hops, and a combination of malt and corn. Busch Ice undergoes Anheuser-Busch's exclusive ice-brewing process, which takes the beer to a temperature below freezing. This leads to the formation of ice crystals in the finishing process, which help create its rich, smooth taste.
Interesting Facts:	Ice beer is rumored to have been developed by accident in Germany during Oktoberfest celebrations. A particularly cold year froze the celebrated bock beers, which are traditionally brewed for spring, and a new taste was noticed by the drinkers.
Further Information:	Visit www.busch.com or www.anheuser-busch.com .

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