



Natural Ice

Introduced:	1995
Beer Category/Style:	Value – American ice lager.
Taste Profile:	Characterized by its robust body, delicate sweetness and smooth, rich taste.
Ingredients/Brewing:	Natural Ice is brewed with a blend of premium American-grown and imported hops and a combination of malt and corn that lends Natural Ice its delicate sweetness. It then undergoes Anheuser-Busch's exclusive ice-brewing process, which takes the beer to a temperature below freezing and leads to the formation of ice crystals which create its signature rich and smooth taste.
Interesting Facts:	The introduction of Natural Ice provided the company with two brands in the value priced ice beer category (Busch Ice was also introduced in 1995).
Further Information:	Visit www.anheuser-busch.com

###