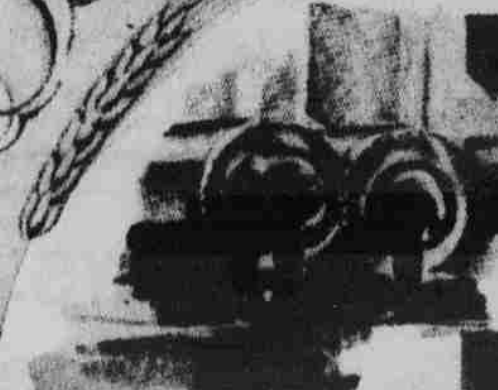


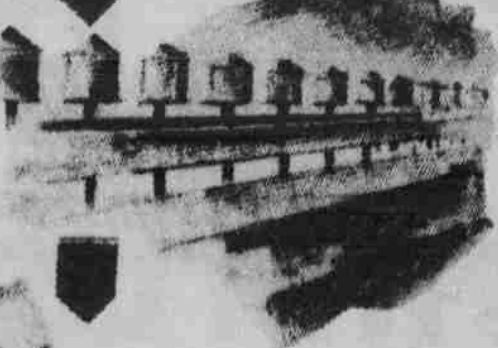
Budweiser Brewing Chart

ADOLPHUS BUSCH

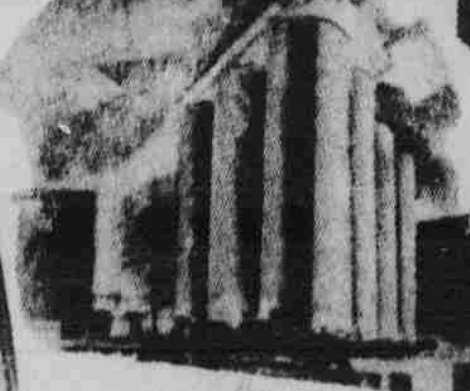


Because malt is so important in brewing, we use the finest Western two-row barley available in addition to the Midwest six-row variety. The extra cost of this premium barley is worth it, since it makes for a milder, more pleasant beer. Here, our barley is first cleaned, graded, washed and steeped, then allowed to germinate for a minimum of five days under a gentle stream of humid air in slowly revolving drums.

Penetrating heat halts the sprouting process and dries the grain. Rootlets are screened off.



The cleaned barley malt is stored until needed for grinding in the Brew House.



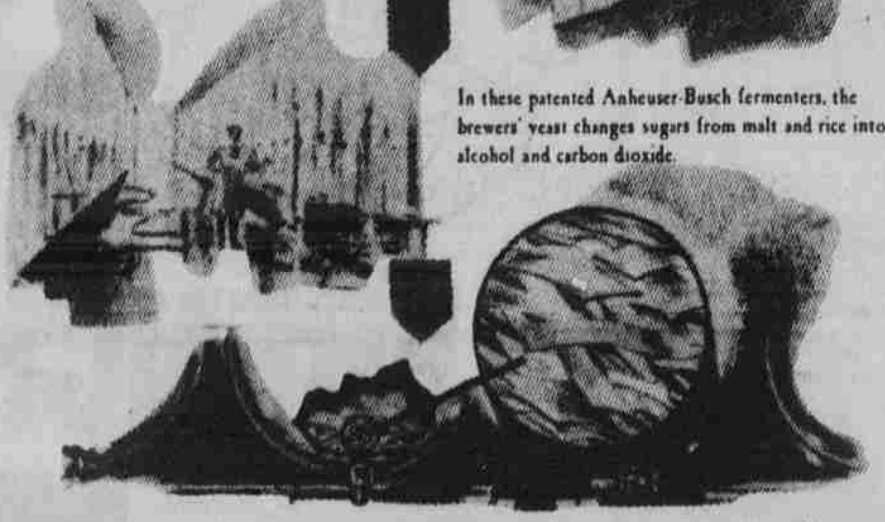
Meanwhile, specially selected rice is crushed in separate mills and weighed. Budweiser is brewed with rice (including actual table grade rice) even though many brewers use corn syrup instead because it is much cheaper. But cheaper is not for Budweiser.



The ground rice and barley malt are wetted with clear, filtered water (absolutely ideal for quality brewing) and cooked. This mash is then strained in huge tanks, producing a clear amber liquid called wort.



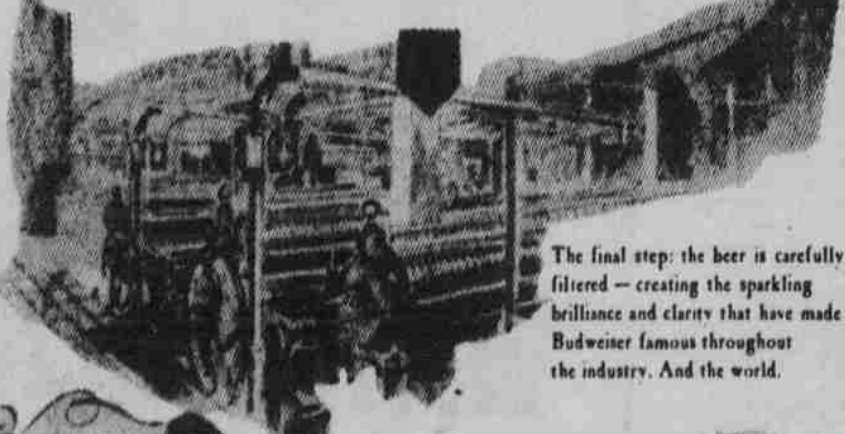
The hopped wort is strained, pumped to cooling towers, and then to fermenting cellars. Yeast, made from our own special pure culture, is added and fermentation begins.



In these patented Anheuser-Busch fermenters, the brewer's yeast changes sugars from malt and rice into alcohol and carbon dioxide.

Many beers would be ready for artificial carbonation, filtering and bottling at this point, but not Budweiser. Instead, it goes to huge tanks in the lager cellars. Here, beechwood strips are spread across the bottom of each lager tank, beer is pumped in, freshly yeasted wort is added, and the beer is allowed to carbonate itself naturally as it ferments and ages, slowly and quietly a second time.

(This is the exclusive Budweiser Beechwood Aging process. It takes more time (actually as much as three times as long as the process some beers use) and costs more money, but the strips of beechwood provide extra surface for the brewer's yeast to cling to—and help clarify the beer naturally.)



The final step: the beer is carefully filtered—creating the sparkling brilliance and clarity that have made Budweiser famous throughout the industry. And the world.

Hops are the "seasoning" of fine beer. Only the choicest imported hops from the honored fields of Central Europe and the very best of domestic blossoms from the western United States are used in brewing Budweiser. (Absolutely no extract is used!) The result is Bud's rich, mild aroma and snappy, refreshing taste. Here, these choicest hops are added to the wort, which is boiled in giant brew kettles until the wort has assumed just the right delicate hop flavor.



THE WORLD RENOWNED
Budweiser.
KING OF BEERS.



All that is left to do now...kegging, bottling and canning operations and adding the familiar label that identifies the most popular brand of beer the world has ever known: Budweiser, King of Beers.

Anheuser-Busch, Inc. • St. Louis

Brewing beer right does make a difference!