

50% of Michelob fans pull the switch for Schlitz

48% of 200 loyal Budweiser drinkers also prefer Schlitz

Schlitz' impressive showing against Michelob wasn't the first time loyal beer drinkers picked Schlitz over their brand. Results were similar in earlier tests against number one selling Budweiser.

In a live TV taste test conducted just before the second half of the Oakland/Houston playoff game, 46 out of 100 loyal Bud drinkers preferred Schlitz over their own beer. A week later, 100 more Bud drinkers were tested. This time 50%—exactly half—pulled the switch for Schlitz.

All in all, 48% of the loyal Bud drinkers tested liked Schlitz better. Prior to the test, the panelists had signed affidavits affirming that Budweiser was their beer. Most of them seemed confident that Bud would be their choice in the test. At least 48% left with a new outlook—and some, perhaps, with a new beer.



"I was confident" states Schlitz Chief Frank Sellinger

The results of the taste tests were not unexpected for Schlitz Chief Executive, Frank Sellinger.

"Some people thought it was risky to do live TV taste tests in front of millions of people," says Sellinger, "but it didn't take nerve, it just took confidence."

Sellinger, a master brewer for 40 years, has helped brew some of the world's finest beers. Since joining the company three years ago, he has concentrated on making Schlitz the best premium beer on the market.

"They brought me here to brew the best," says Sellinger. "And this Schlitz is it."

It seems quite a few of the Bud, Miller and Michelob drinkers tested agree.



It was Schlitz vs. Michelob Beer—and former NFL Referee Tommy Bell called the score for Schlitz in the live TV taste test.

50 out of 100 Michelob drinkers pick Schlitz on live Super Bowl TV

100 million fans watched as Schlitz took on Michelob in the finale of "The Great American Beer Switch." The dramatic test was conducted live during half-time of the Super Bowl game.

The huge audience witnessed 100 loyal Michelob drinkers choose between two unlabelled beers—their own Michelob and today's Schlitz. The outcome proved a surprise to many Michelob drinkers who found themselves preferring the taste of Schlitz over the taste of Michelob.

Each of the 100 loyal Michelob drinkers was served two beers, one Schlitz and one Michelob, in unlabelled ceramic mugs. Tasters were told to indicate a tie, or make a choice by pulling an electronic switch left or right in the direction of the beer they preferred. To insure fairness, the testing was conducted by a leading independent consumer research firm. The results were validated by another top statistical research company, Elrick and Lavidge, Inc.

Before the test, the Michelob drinkers probably thought they would pick their own brand. A lot of them seemed surprised as they watched the number of Michelob drinkers who preferred Schlitz flash up for national TV.

200 Miller drinkers tested: Schlitz is preferred by 37%

In the weeks following the impressive showing against #1 Budweiser, Schlitz went head to head against another leading beer—Miller.

In two taste tests appearing on live television, a total of 200 loyal Miller drinkers were asked to choose between their beer and Schlitz. Again, a significant number of Miller drinkers decided their beer was second best and pulled the switch for Schlitz.

Beer fans surprised at choice of Schlitz

Panelists who decided their beer was second best and chose Schlitz expressed surprise. Similar reactions have been registered in other taste tests across the country.

"I honestly selected the beer I preferred and it wasn't Miller," admitted Miller drinker, Albert Gualano.

"I'm genuinely surprised," exclaimed Guy D'Anne, "I thought Bud was better but I've been proved wrong." "Schlitz has much better flavor than Miller, and it goes down easier,"

attested Bill Weber, "I could drink it all night."

Panelist Bernie Felsbit summed up the reaction of

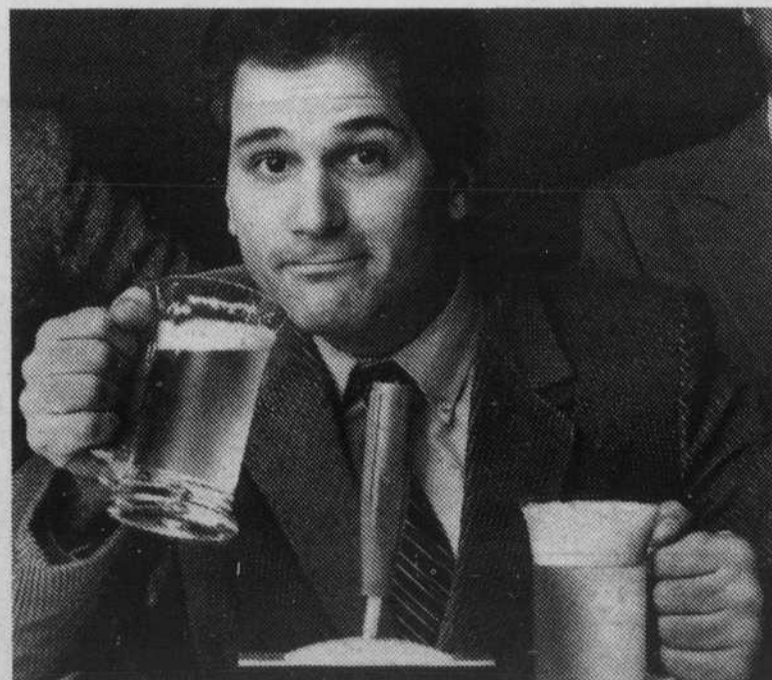
many of the Bud, Miller and Michelob drinkers when he said, "There may be a new beer in my future."

Do it yourself—try the "Great American Beer Switch" test

This test requires two identical mugs, a Schlitz and your regular beer, at equal temperature. Label the mugs "1" and "2" so the taster won't know which beer is which. Pour the beers to equal heads out of the taster's sight.

To ensure that the choice is

made on taste alone, serve the beer in the non-transparent mugs or have the taster close his eyes. Now let the taster sample both of the beers and choose the one that tastes better. Now you taste both beers. Now did you pick your regular brand? Or today's Schlitz?



Loyal Michelob drinkers chose between unlabelled mugs of their Michelob and today's Schlitz.

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