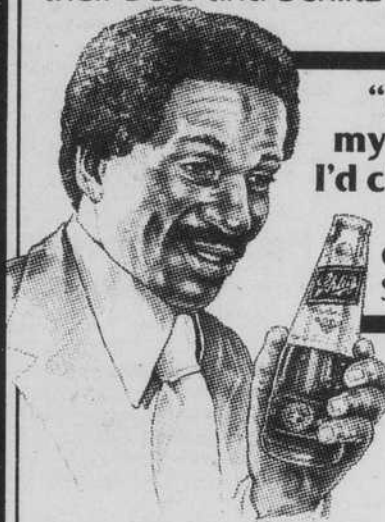


"I thought Bud was better, but I've been proved wrong. I chose Schlitz."

One taste of Schlitz can change a lot of minds. Recently, hundreds of loyal Budweiser and Miller drinkers tasted their beer and Schlitz side by side.

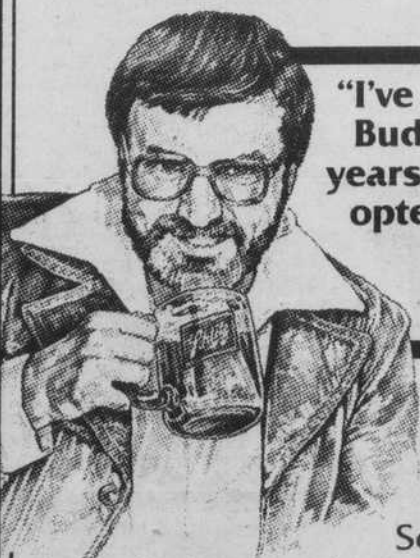


"I thought I knew my beer—I thought I'd choose Miller. But I chose Schlitz."

Charles Walker
Sworn Miller Drinker

Charles Walker

Before the taste tests, all the participants signed affidavits swearing they were loyal Budweiser or Miller drinkers. But following the tests, lots of those tasters were surprised. Because after tasting their favorite beer and Schlitz in unlabeled mugs, many found they preferred Schlitz.



"I've been drinkin' Budweiser for 25 years. But tonight I opted for Schlitz."

Elliot Marcus
Sworn Budweiser Drinker

Elliot Marcus

One taste of Schlitz convinced them. "Schlitz has body, it has flavor," said Budweiser drinker James Seager. "It's real quenching and real clean and very drinkable," agreed Miller drinker Mike Manely. Budweiser drinker Robert Davis summed up the feelings of many when he said, "I'll have to stop by and pick up a six-pack of Schlitz!"

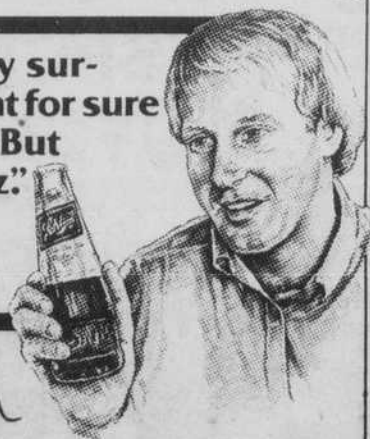
"I'm definitely surprised. I thought for sure I'd pick Miller. But I picked Schlitz."

Mike Miller
Sworn Miller Drinker

Mike Miller

One person who wasn't surprised is Frank Sellinger. "Some people thought it was risky to taste test my Schlitz on national TV. But I was sure lots of people would pick Schlitz over their beers.

"Three years ago I came to Schlitz to make my best. And after 40 years as a master brewer, I know this is it. Taste one glass. You may like my Schlitz better than your beer, too."



"I'm not surprised at all!"

Frank Sellinger
Chief Executive Officer of Schlitz

Frank Sellinger



Guy D'Anna

Guy D'Anna
Sworn Budweiser Drinker

