

**PURE AS  
THE DRIVEN  
SNOW.**



Pure. Genuine. A beer that's made unlike any other.  
Cold-Filtered™ Miller Genuine Draft.  
It contains no additives. No preservatives.  
And best of all, it hasn't been heat-pasteurized like most other beers.

That's because Miller Genuine Draft is the one that's Cold-Filtered™ to give you the rich, smooth taste of real draft beer in a bottle. Heat-pasteurized beers just can't do that.  
Cold-Filtered™ Miller Genuine Draft. It's as real as it gets. Pure and simple.

**COLD-FILTERED™ MILLER GENUINE DRAFT  
IT'S AS REAL AS IT GETS.**