

What kind of person drinks beer?



That's hard to say. Because about 80 million Americans choose to drink beer at least occasionally. In a crowd that big you'll probably find about every kind of person.

You can, however, say some things about *most* of them.

Most beer drinkers are responsible adults, working people, family people.

Most of them see beer as one of life's little pleasures, a small reward after a hard day's work, something good to share with a friend.

And most of them by far enjoy it as it was meant to be enjoyed, responsibly.

BEER. On the whole, a good group of people to be a part of. And
A GOOD when you consider that beer is served in nearly two-thirds of the homes
PART OF THE in this country the majority of us are part of that group
GOOD LIFE. whether we drink beer ourselves or not.

So, what kind of person drinks beer? People who enjoy it and see it as simply a good part of their good lives.



Anheuser-Busch, Inc.