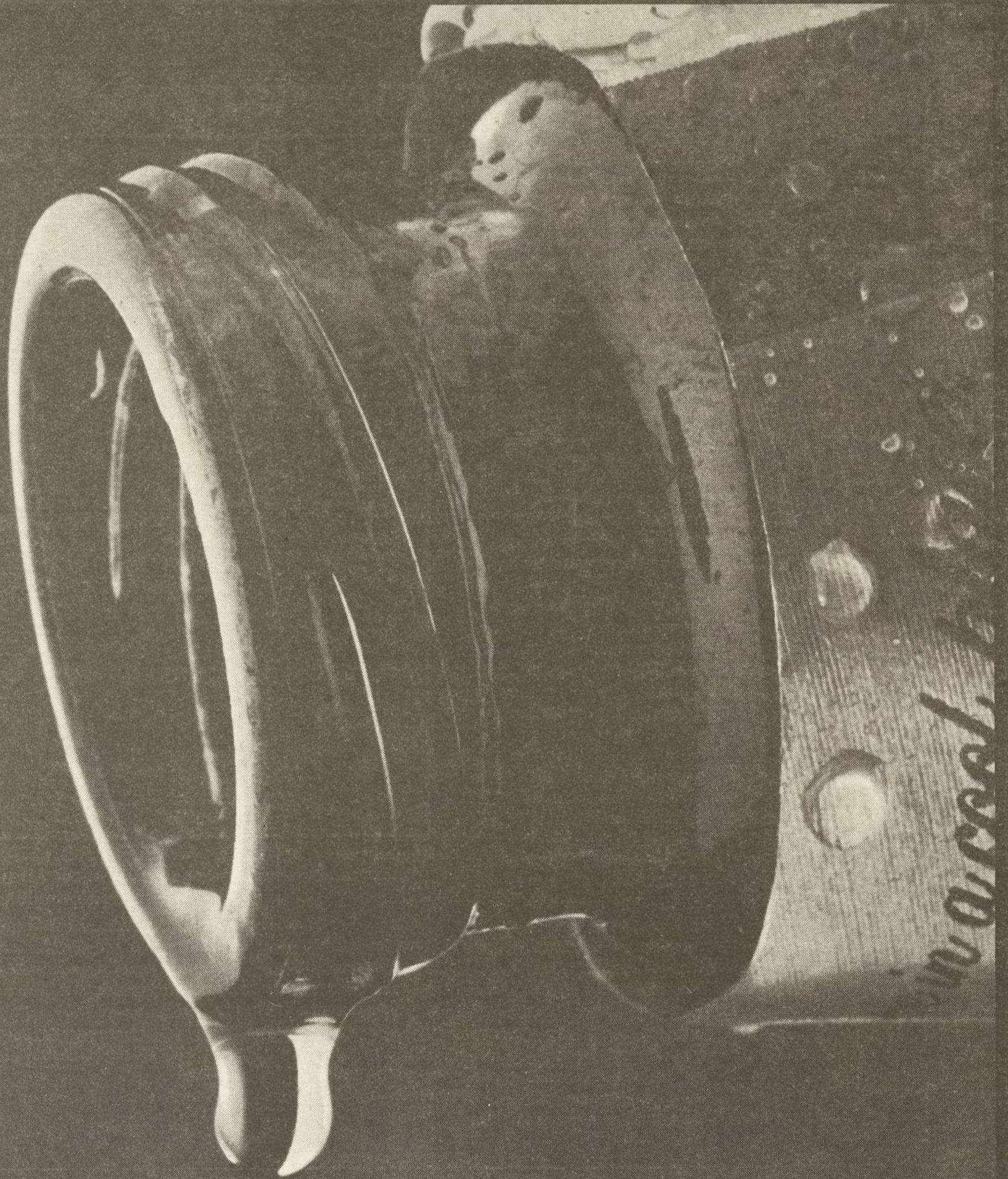


MICHELOB[®]



Some things speak for themselves

MICHELOB BEER BY ANHEUSER BUSCH, INC. • ST. LOUIS, MO • SINCE 1896

Inches		4	3	2	1								
L*	39.12	65.43	49.87	44.26	55.56	70.82	63.51	39.92	52.24	97.06	92.02	87.34	82.14
a*	13.24	18.11	-4.34	-13.80	6.82	-33.43	34.26	11.81	48.55	-0.40	-0.60	-0.75	-1.06
b*	15.07	18.72	-22.29	22.85	-24.49	-0.35	59.60	-46.07	18.51	1.13	0.23	0.21	0.43
D50 Illuminant, 2 degree observer											Density → 0.04 0.09 0.15 0.22		