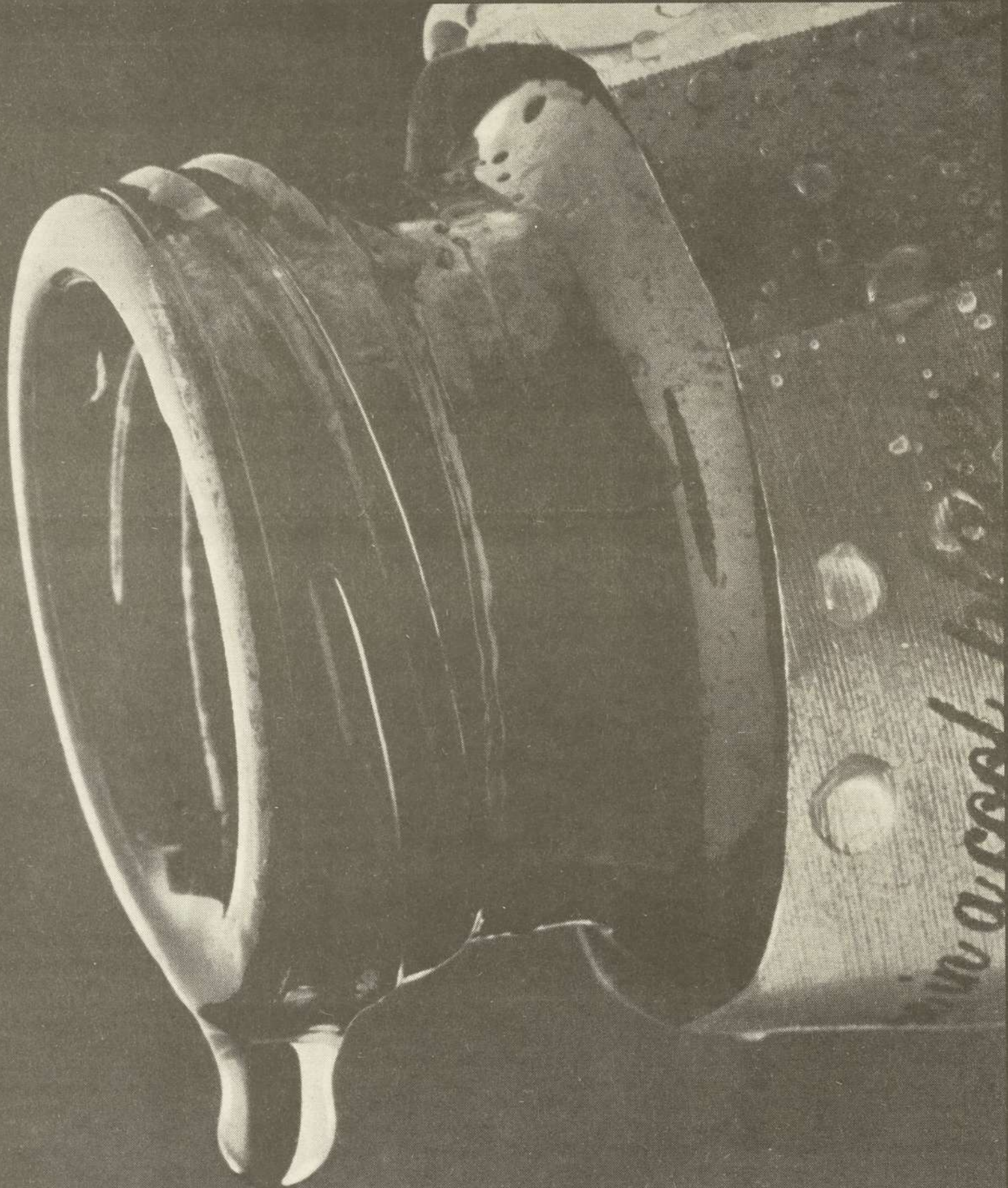


MICHELOB[®]



Some things speak for themselves

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

inches

| | | | | | | | | | | | | | | |
|----|-------|-------|--------|--------|--------|--------|-------|--------|-------|-------|-------|-------|-------|--------|
| | 4 | | | | 3 | | | | | 2 | | | | 11 (A) |
| L* | 39.12 | 65.43 | 49.87 | 44.26 | 55.56 | 70.82 | 63.51 | 39.92 | 62.24 | 97.06 | 92.02 | 81.14 | 72.06 | 51.08 |
| a* | 13.24 | 18.11 | -4.34 | -13.80 | 9.82 | -33.43 | 34.26 | 11.81 | 48.55 | -0.40 | -0.60 | -0.16 | 0.23 | 0.23 |
| b* | 15.07 | 18.72 | -22.29 | 22.85 | -24.49 | -0.35 | 59.60 | -46.07 | 18.51 | 1.13 | 0.23 | 0.23 | 0.23 | 0.23 |

D50 Illuminant, 2 degree observer

Density → 0.04 0.08