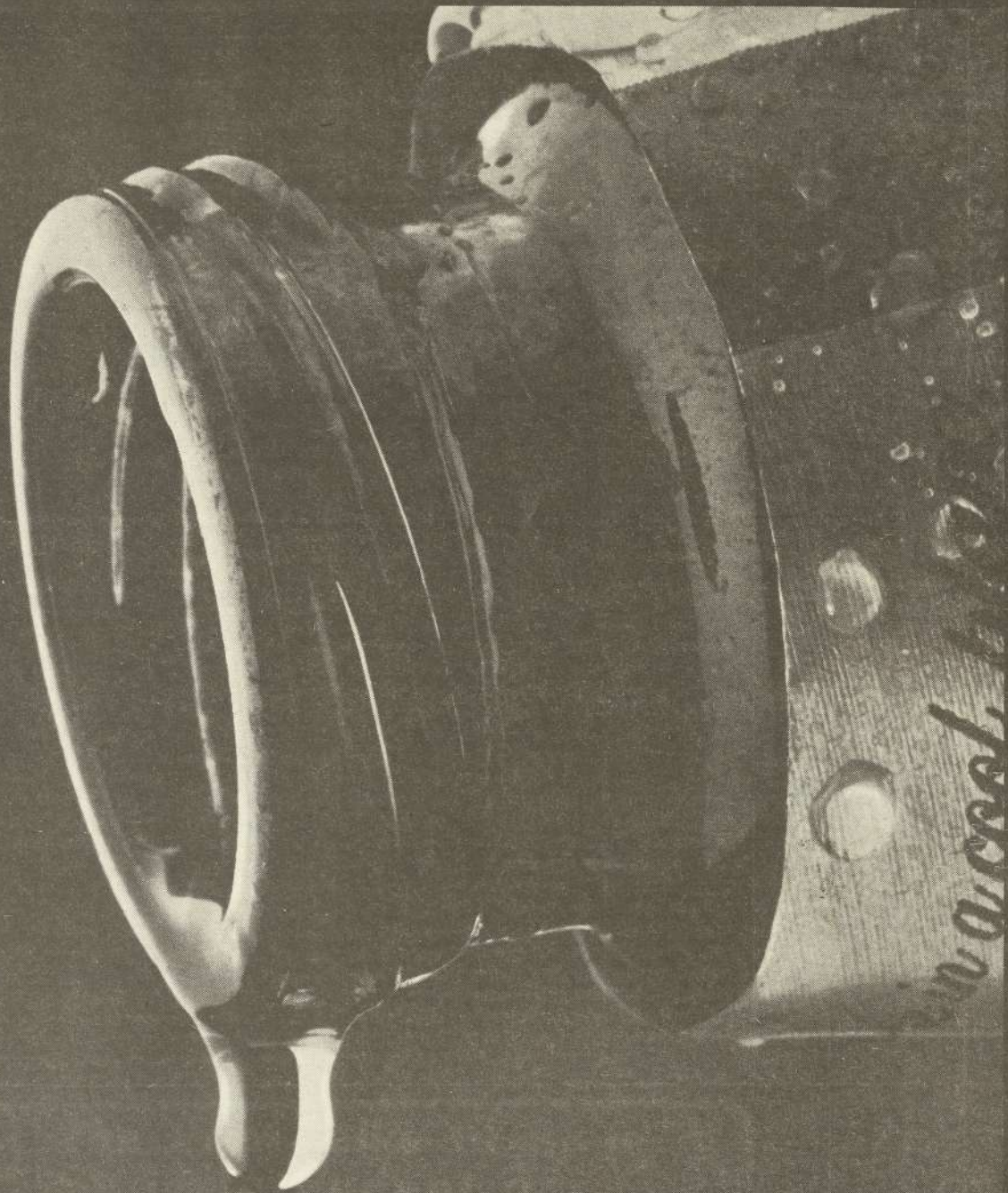


MICHELOB[®]



Some things speak for themselves

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

inches	1	2	3	4	5	6	7	8	9	10	11 (A)	12	13	14	15
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	72.06	62.13
a*	13.24	18.11	-4.34	-13.80	9.80	-31.43	34.26	11.81	48.55	-0.40	0.60	-0.75	-1.06	-1.19	-1.07
b*	15.07	18.72	-22.29	22.85	-24.49	-0.35	59.80	-46.07	18.51	1.13	0.23	0.21	0.43	0.28	0.19
Density										0.04	0.09	0.15	0.22	0.36	0.51

D50 Illuminant, 2 degree observer

Golden Thread