



Natural Light

Introduced:	1977
Beer Category/Style:	Value – American-style light lager.
Taste Profile:	Wonderfully blended, balanced and brewed for a consistently clean flavor, light body and satisfying refreshment.
Ingredients/Brewing:	Natural Light is brewed with a blend of premium American and imported hops, and a combination of malt and corn. Its longer brewing process produces a lighter body, fewer calories and an easy-drinking character.
Community Highlights:	Through its “Keep it Natural Carolinas” awareness and marketing program, the Natural brand family partnered with The Conservation Fund to help preserve North Carolina’s outdoor heritage, particularly its land and water resources. Since its inception in 2000, the “Keep it Natural” program has supported the protection of more than 110,000 acres of wildlife habitat, working landscapes and recreation areas in North Carolina and South Carolina. In addition to the “Keep it Natural Carolinas” program, The Conservation Fund, Anheuser-Busch Companies and Natural Light have partnered on a national campaign to preserve a total of one million acres for the National Wildlife Refuge (NWR) System.
Interesting Facts:	Natural Light was Anheuser-Busch’s first reduced-calorie light beer.
Further Information:	Visit www.naturallight.com or www.anheuser-busch.com

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