The other day, for the first time, our brewmaster heard of "beer-on-the-rocks." He fell apart. He really doesn't have anything against ice cubes ... for scotch or old-fashioneds or lemonade. But not for beer. Especially the King of Beers.

You see, he knows how much extra time and expense it takes to get that Budweiser® taste and smoothness and drinkability. Add a couple of ice cubes and "bloop"... there goes all that extra effort.

Ice cuts down the head and waters down the taste. And, with Budweiser, that's a tragedy. Budweiser is the only beer in America that's Beechwood Aged. We allow Bud to brew its own tiny bubbles ... slowly, naturally ... over a dense lattice of beechwood strips. That's why Budweiser tastes better, foams better and sets glass after glass.

So if you know somebody who likes to plunk ice cubes in his Budweiser, please don't tell our brewmaster. (We hate to see a grown man cry.)