Did you like beer the first time you tasted it?

A lot of people say no. They say beer is one of those good things you cultivate a taste for ...like olives, or scotch, or kumquats.

Maybe. But we think it makes a difference which brand of beer we’re talking about.

We think Budweiser is an exception to this “you’ve gotta get used to it” rule. It’s so smooth. (You see, no other beer is Beechwood Aged; it’s a costly way to brew beer, and it takes more time. But it works.)

So whether you’re one of the few who has never tried beer, or a beer drinker who suddenly feels the urge to find out why so many people enjoy Budweiser, we think you’ll like it.

From the very first taste.

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Budweiser is Beechwood Aged; it's a costly way to brew beer, and it takes more time. But it works.

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