Should you drink beer straight from the bottle?

If you’re on a blanket party or something, carrying along a glass is pretty clumsy. But when it’s convenient, we think it’s a shame not to use one. Keeping Budweiser inside the bottle or can is missing half the fun.

Those tiny bubbles getting organized at the top of your glass have a lot to do with taste and aroma. Most beers have carbonation pumped in mechanically. Not Budweiser. We go to a barrel of trouble and expense to let Budweiser create its own bubbles with the natural carbonation of Beechwood Ageing. So you really can’t blame us for wanting you to get it at its best, can you?

Just for fun, pour your next four or five bottles of Bud into a glass. If you don’t agree that the extra taste, clarity and aroma make a big difference, go back to the bottle. We won’t say another word.

Budweiser is the King of Beers.

(But you know that.)

IMMEDIATE VENTURE CAPITAL AVAILABLE for new businesses

We are looking for graduate students who have sound ideas for new products or services as well as the capability to head up and establish new organizations to see the projects culminated. Reply only in writing, submitting detail plans. Do not include confidential information.

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