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PILSNER URQUELL; THE ULTIMATE SENSORY BEER EXPERIENCE

Beer Aficionados Turn to Pilsner Urquell to Discover How Beer is Meant to Taste

MILWAUKEE (November 7, 2006) – According to a Gallup Poll¹ conducted this past summer, beer is back as America’s drink of choice and Pilsner Urquell, a premium import from the Czech Republic, has more to offer than the average beer this holiday season. Complex sensory elements, impressive brewing credentials and rich heritage are prompting beer aficionados to turn to Pilsner Urquell to discover how beer is truly meant to taste.

As beer’s popularity rebounds, so does the allure of an import. Imports accounted for only 4.5 percent of the U.S. beer market in 1986, and over the past 20 years import market share has more than tripled and is forecasted to reach 13.2 percent in 2006.²

As the trend toward import beer continues to rise, so does the expectation of what beer should be. “Beer lovers want a total beer experience...and that’s exactly what a discerning drinker finds in Pilsner Urquell,” said Ryan Johnson, U.S. trade brewer for Miller Brewing Company, International Brands Division.

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¹ The Gallup Poll was conducted July 6-9, 2006 among a national sample of 1,007 people of legal drinking age showed that 64% of Americans say they drink alcoholic beverages. Beer came in first place as the drink of choice with 41%, followed by wine (33%) and liquor (23%).

² Source: Beer Institute 2006

Pilsner Urquell offers a balanced sensory experience. The appearance, aroma and taste of the beer work together so that no one sensation overpowers another. Pilsner Urquell has a pale, golden hue and rich aroma that is the result of a unique balance of Moravian barley malts and Saaz hops. The aroma is such a big part of the beer experience that special glassware has been designed to enhance it. The Pilsner Urquell glass is specially tapered to funnel the hoppy, floral aroma directly to the nose so that it releases essential volatiles with every sip. The centerpiece of the experience is the unmistakable taste of Pilsner Urquell. Overall, the taste is crisp with a distinct bitterness and clean, sharp finish with a caramelized sweetness.

“Pilsner Urquell is special because it’s the original clear, golden beer and the standard against which all others are compared. It’s not just another beer – it’s the legacy and story of beer,” said Evan Cohen, U.S. brand manager for Pilsner Urquell.

The name Pilsner Urquell literally translates into “pilsner from the original source” and was created in 1842 in Plzen, a town 50 miles outside of Prague. Prior to 1842, all beers were dark and cloudy and drunk from ceramic beer steins. Thanks to the ingenuity of Josef Groll, who discovered a unique brewing process and saw beyond the status quo, the world’s finest golden beer was born. This smooth, champagne-looking beer, was easier to drink and much more pleasing to the eye, leading to the custom of pouring Pilsner Urquell into clear glass. Savored by aristocrats and common people alike, Pilsner Urquell soon became popular all over Europe. Today, nearly 90 percent of the world’s beer is a variation of the original golden beer, making pilsner the most popular beer style in the world and further establishing Pilsner Urquell as a true original. Simply, it’s how beer is meant to taste.

About Pilsner Urquell

Pilsner Urquell is brewed in Plzen in the Czech Republic by Plzensky Prazdroj AS and owned, distributed and marketed internationally by SABMiller. Pilsner Urquell is currently exported to over 50 countries around the world including markets in Europe, North America, Australia and Asia. For more information about Pilsner Urquell, visit www.pilsnerurquell.com.