



Beer Drinkers of America:

Next to an aesthetically pleasing flag, nothing is more important to a thriving democracy than the voting process. If nobody voted, we'd have to either draw straws or resort to that rock, paper, scissors thing. Try justifying that one to the U.N. with a straight face. No, free elections are one of the seven remaining things that separate us from the monkeys.

Fortunately, with the upcoming election for the President of Beers, you have a wonderful opportunity to exercise your voting power and exercise it repeatedly. Vote at the bar tonight. Vote in the beer aisle at the supermarket. Or vote in the comfort of your own family room.

But take care, citizens. Take care that the choice you're making is a good choice for America. Use the ballot card to your right. Consider the candidates closely. Judge them on their respective qualifications: clean aroma, golden color, and flavorful taste. Invite some friends over, order a pizza, run to the convenience store and pick up twelve more candidates, and judge them well into the wee hours. Then — and this is the part where the fate of the free world hangs in the balance — vote accordingly.

We believe we are the candidate best suited for the job. Miller innovated full-bodied light beer. Miller developed cold-filtering for smoother flavor. Miller has a history of making good calls. But, ultimately, the choice is yours. Or your wife's, if you're married, which I am. What's that, honey? Yes, in a minute. I said, IN A MINUTE! I'm kind of in the middle of talking to the public, if it's okay with ... Oh, FINE THEN! Um, look, I'm sorry, but I have to go.

Don't forget to vote.

Sincerely,

Miller

Miller.

P.S. - Did you forget? Don't. Important to democracy (see above).



PRESIDENT OF BEERS ★ OFFICIAL BALLOT

↓ Taste respective beers and punch appropriate oval.
You must choose only ONE for each category.

GOLDEN COLOR

- ☐ MILLER
- ☐ BUDWEISER
- ☐ CRACKPOT INDEPENDENT

CLEAN AROMA

- ☐ MILLER
- ☐ BUDWEISER
- ☐ CRACKPOT INDEPENDENT

FLAVORFUL TASTE

- ☐ MILLER
- ☐ BUDWEISER
- ☐ CRACKPOT INDEPENDENT

STILL BLINDLY WORSHIPS KINGS

- ☐ MILLER
- ☐ BUDWEISER
- ☐ CRACKPOT INDEPENDENT

OFFICIAL BALLOT

DEMAND MORE ★ GOOD CALL



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