

BUD GRILL TIPS

1. KEEP THE SMOKE IN

When it comes to brewing Budweiser, patience is key. If we opened our lager tanks too early, Bud wouldn't have its crisp taste. That same tip can be applied to your summer cookout: keep the grill lid closed unless you're flipping a burger. When the coals are exposed, you lose heat. A little bit of patience goes a long way for the finished product.

Bonus: you get to enjoy your Bud while you wait.



2. HOW TO GRILL WITH BEER

Pour a generous amount of Budweiser on top of a patty as it cooks. This doesn't just speed up the grilling process. Because Bud is brewed twice as long with specific attention to flavor and refreshment, it pumps up the burger taste. Best barbecue hack ever. Heads up: don't pour the beer directly on the fire. Stick to the meat and your cookout will be golden.



3. OVERUSE THE COALS

Bud grill tip: when it comes to cookouts, don't be afraid to overuse the coals. The more you use, the hotter your grill gets. That extra heat seals the flavor in your burger, plus it ensures perfectly cooked buns and toppings (think onions or peppers). And because Budweiser has a clean, crisp finish, it brings out that flavor even more. Win win.

4. LESS MOVEMENT

An easy lesson on grilling like a pro, don't move the burger patty until you're ready to take it off. Less movement = more consistent heat = a better char on the meat. And don't forget the Budweiser. Its crisp finish brings out the charred flavor. If your mouth is watering, we totally understand.



5. BUDWEISER MARINADE

It's easy to add a bold new flavor to your burgers. Drop the patty in a bowl and pour a generous amount of Budweiser on top. Let it sit before putting the meat on the grill. Congrats. Your marinade game is officially next-level.

