

Can you be good at something you don't believe in?

Yes.

You can be good at passing tests that are meaningless to you. You can be good at selling encyclopedias that you know are inferior.

Ultimately, you can even be good at a profession that you don't really believe in.

You can be good. But for some people, being good just isn't good enough.

For the people who brew Busch beer, it isn't good enough. That's why, at Anheuser-Busch, we persist in brewing Busch beer just one way—the natural way.

We frankly believe that's the best way to brew beer. And when you believe in what you're doing, you just naturally do it better.

Try a Busch.

We believe you'll agree.

BUSCH

When you believe in what you're doing, you just naturally do it better.

