

## Miller Lite is The New Target of Beer Backlash

The Joe Rogan experience Yeah As opposed to something like NBC or CBS or ABC which is like probably standard operational procedure to like have people pay to put Coca Cola on right Because they're gonna need to make money however they can because now they're in competition with Amazon and with Netflix they gonna come to you with Bud Light You guys can fix Bud Light I saw a new one today Did you see the Miller Lite one today No one learn does No one learn I mean and they were taking all those ads that we loved from the eighties and they were just putting them in shredders That was their campaign today I saw it this morning I mean I don't know but something wrong also it's making there's something wrong with women wearing bikinis Those women wear bikinis because they look great They like to look great They take photos of them looking great The girls see those photos of them in bikinis They get excited Look I look great People buy it Wow she looks great It's not bad to look great It's just like it's not bad for a guy to have a shirt off If Chris Pratt has a shirt off he's looking ripped It's not objectifying I mean I guess it is but it's not negative it's not negative It's selling movie tickets right there That that ad is so weird Isn't it strange You wanna watch it Let's watch it Watch this Go Here we go I couldn't believe it this morning They don't learn and no one learns Well it's just in general I think it's kind of those taking lessons from the past and applying them going forward as wisdom lessons from a week ago I know it's not even the past It's like a couple of days ago The only thing that saves it is like maybe they spent a lot of money on it and they filmed it six months ago is that there was an article from you could put a pause on that came out two months ago at least two months ago Ok So it came out before the bullshit right Was that about the same time as the bullshit with this says it was an honor of women's history Month as they put it out So I'm like I saw it today I was like maybe there's a reason they made this and we just started seeing It's crazy They want to shred all the good looking pictures from the eighties and they're buying it back That was part of the thing they're buying back all those old ads that people have I guess in their garage wall that's what it said in this thing that I saw this morning and they're gonna turn it into m Yeah that's it To brew beer From Mesopotamia to the Middle East Women brewed beer They said they were the first were the ones doing the brewing centuries later How did the industry pay homage to the founding mothers of beer They put us in bikinis with awesome pictures like that is how I mean look at that

Those are great ads Those are great ads It's time beer made it up to women  
So today Miller Lite is on a mission to be lights on a mission to make sure  
no one buys their stuff Oh my goodness And buying it back so that they can  
turn it into for women brewers They're scouring the internet buying it back  
Ladies that's easy to do once you get an image up there on the internet So  
what is she saying Compost to warm beautiful fertilizer that helps farmers  
grow quality hogs Yeah which has been donated to women brewers to make  
their own really good But there's definitely more out there in your attic in the  
garage in your parents' basement Send any you got into Miller Lite and  
they'll turn that into good too Oh so here's two women because without us  
there would be no fear Oh God I hate identity politics with a passion I really  
do It's so stupid It's it's human beings made beer Ok And some human beings  
look good in bikinis It's like what are we doing It's crazy Do it do it I'd like  
to see a pie chart of how many women are actually involved in making beer  
or drinking beer Well now I'm going to hold on to all those posters for Miller  
Lite that I have from the eighties in my garage I'm not turning that stuff in  
It's gonna be worth a lot more Now do you have some No I wish I did Miller  
Lite ads with their shit Yeah No I mean that was crazy to wake up I mean to  
see that this morning Can you does paper turn into compost Is that how it  
works I mean isn't it a bunch of chemicals and shit Are they lying to us Why  
would something like that just get resurfaced on like a Monday Not  
everyone's talking about because people are angry They're going to be two  
months That's what I mean Like it's been out for two months We didn't see it  
before that I think the Bud Light thing was probably so overwhelming that  
no one paid attention to anything else and now that that's kind of died down  
Yeah it's all