



Miller
Lite
MOMENTS

A YEAR OF GREAT TASTE

JULY 2020 - JUNE 2021



In a busy world, the best way to find time for a Miller Lite with friends and family is to put it in your calendar. So, we created the ultimate calendar to make sure you never miss an opportunity for a well-deserved Miller Lite.

Throughout the year, we'll celebrate basement poker, winter grilling, baseball rivalries and a fishing competition, but it's really all about taking the time to crack a joke, a smile and a Miller Lite with good friends.

Oh, and we're starting it in July, 'cause why not kick the year off right in the middle of grilling season?

Cheers to you - with an ice cold Miller Lite.



JUL

ROB FAI @ROBFAI

We’re getting the new year off to a hot start in July, because why not kick it off with Canada Day, BBQs, and baseball. In recent years, baseball broadcaster Rob Fai’s favourite game to call is the Canada Day classic. “The energy is electric, the fans are all draped in red and white, everyone’s in it together. That’s the great thing about baseball, even if you’re at home watching it on the couch, you can still get caught up in the game and fully enjoy the moment. It’s not a bad way to enjoy a cold beer with close friends either!” Rob, we’re looking forward to hearing you call ‘game time’ so we can say, ‘It’s Miller Time.’

S	M	T	W	T	F	S
			1 Happy Canada Day!	2	3	4 Fourth of July
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23 MLB™ is back!	24	25
26	27	28	29	30 International Day of Friendship	31 Cheers to the long weekend!	



AUG

DYLAN BENOIT @DYLANMBENOIT

August is a reminder of what makes the great outdoors great! Chef, TV grillmaster, and campfire guitarist Dylan Benoit loves to get away from it all at his cottage on Georgian Bay, ON. “When I finally get away, I like to fully unplug by putting my phone away. It’s an easy choice when you’d rather riff on your guitar, throw another log on the fire or enjoy a cold Miller Lite. In this world of pop-up notifications and instant responses, it’s important to take a step back and enjoy the simple things with loved ones.” From our campfire to yours; cheers, Dylan.

S	M	T	W	T	F	S
						1
2	3 Civic Holiday	4	5	6	7 International Beer Day	8
9	10	11 91st anniversary of Babe Ruth's 500th home run	12	13	14	15 National Relaxation Day
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31 National Eat Outside Day					



Campfire Queso Fundito

Chef Dylan Benoit

When he’s not hosting a grilling competition or cooking at his restaurant, Carnivore Premium Meats, in the Cayman Islands, Dylan loves to be around the fire with close friends, a guitar and a cold Miller Lite. What makes it even better? This Campfire Queso Fundito, a delicious blend of chorizo, cheese and spices, is cooked over an open flame in a cast iron skillet and pairs perfectly with Miller Lite. Serve it with fresh lime, chopped cilantro, salsa and tortilla chips and you’ve got yourself a campfire feast.

INGREDIENTS

- 170 g (¾ cup) fresh Mexican chorizo sausage* (casing removed)
- ½ cup yellow onion, diced
- 3-4 cloves of garlic, minced
- 2 Tbsp all-purpose flour
- ½ can of Miller Lite (355ml)
- 2 cups grated Oaxaca or Mozzarella cheese
- 1 tsp coriander seed

- 1 tsp cumin seed
- 1 tsp smoked paprika
- Pinch of salt
- Cilantro for garnish
- Lime wedges
- Salsa
- Tortilla chips

METHOD

1. In a 10 inch cast iron skillet, brown the chorizo over the fire until it gets crispy around the edges.
2. Add onion to skillet, sweat until 50% cooked, then add garlic and flour.
3. Sweat 1-2 minutes longer.
4. Deglaze with Miller Lite and use a wooden spoon to scrape the bottom of the pan while you stir.
5. Cover the chorizo with grated cheese and mix it in.
6. Melt the cheese until soft.
7. While the cheese is melting, mix the coriander, cumin, smoked paprika and salt together in a small bowl and set aside.
8. Once the cheese has melted, remove from heat and garnish with the spice mix and chopped cilantro.
9. Serve immediately with salsa, lime wedges, tortilla chips and a bucket of Miller Lites.

*This recipe can be made vegetarian by substituting mushrooms or huitlacoche for the chorizo.



SEP

BOB LE CHEF @BOBLECHEF

Of all the summer months, September’s a catch. Bob le Chef is an occasional fisherman and - as you may have guessed - an amazing chef. “Going fishing with my best friends has always been a competition to see who can catch the biggest one. As a humble, modest, and benevolent friend, I often release my champion fish before anyone can see it to save their pride. But we’re all winners even if we don’t catch anything, it’s all about good friends, good beer, and making a few fishy stories.” Nice catch, Mr. le Chef.

S	M	T	W	T	F	S
		1	2	3 National Baby Back Ribs Day	4 Cheers to the long weekend!	5
6	7 Labour Day & National Beer Lovers Day	8	9	10	11	12
13	14	15	16	17	18 National Cheeseburger Day	19
20	21	22 Cheers to the start of fall BBQ season	23	24	25 National Cooking Day	26
27	28	29	30			



OCT

BARRY DAVIS @BARRYDAVIS_

With October comes fall, Halloween, Thanksgiving... and, of course, Postseason baseball. Side up to Sports Commentator Barry Davis at a bar with baseball on and he'll probably strike up a conversation. "Baseball will always be a social game. Not only is there time to chat 'strat' while watching the game, you've got time to enjoy a conversation over a beer. That's the coolest thing about sports, it consistently unites us. After all these years, baseball is still a big part of keeping the bond with my oldest friends so strong. Even if sometimes it's the friendly rivalries that keeps things interesting." Well Barry, if the banter doesn't make you some pals, a couple of cold Miller Lites will.

S	M	T	W	T	F	S
				1	2	3
4 National Golf Lovers Day	5	6	7 Canadian Beer Day	8	9	10 Cheers to the long weekend!
11	12 Thanksgiving Day	13	14 Jose Bautista's "Bat Flip" 5th Anniversary	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 Halloween



NOV

SEBASTIAN CLOVIS @SEBCLOVIS

As things cool down, we’ve gotta keep warm. TV host, contractor, and former pro football player Sebastian Clovis has a secret to make a great beer taste even better. “When I call up my closest buddies on the weekend, they know it’s either because I need help on a project or I want to go somewhere to toss around a football. At the end of the day - once the hammer or the football is down - there’s nothing more satisfying than knowing you earned that ice cold beer.” Speaking of hammers, we think you nailed the new jersey, Seb.

S	M	T	W	T	F	S
1 Daylight savings ends	2	3	4	5	6 National Nachos Day	7
8	9	10	11	12 National Happy Hour Day	13	14
15	16	17	18	19	20	21 National Stuffing Day
22	23	24	25	26 Thanksgiving of the South	27	28
29	30					



DEC

DEAN MIFSUD

The holidays are all about togetherness and showing family we care. And real estate broker and all-round nice guy Dean Mifsud has some tips on how to nail holiday shopping. “I’m pretty good, it helps that I always make a list. But if I come across the perfect gift, I try to buy it right then and there, instead of waiting until the last minute. Plus it means I can spend more time perfecting my wrapping while enjoying a beer.” Makes perfect sense why you ended up with thirty Miller Lite holiday sweaters, Dean. It looks like impeccable taste is something we have in common. Happy Holidays.

S	M	T	W	T	F	S
		1	2	3	4	5 National Comfort Food Day
6	7	8	9	10	11	12
13	14	15	16	17	18 National Ugly Sweater Day	19
20	21 Cheers to keeping your BBQ out for winter	22	23	24 Christmas Eve	25 Christmas Day	26 Boxing Day
27	28	29	30	31 New Years Eve		



JAN

BUZZ BISHOP @BUZZBISHOP

January in Canada reminds us being indoors isn’t so bad, if we’re with friends. Broadcaster Buzz Bishop told us he has a poker face for radio. And after the holidays with family, he doesn’t depend on luck to reconnect with friends. “I don’t know why, but my friends gotta have a specific reason to hang out, and poker is always a great excuse. It’s nice to get some face time, have a couple of beers, and defeat your friends because you’ve secretly become an online poker champion over the past year.” Well, we think any hand with a Miller Lite in it is a winner. Cheers, Buzz.

S	M	T	W	T	F	S
					1 Happy New Year!	2
3	4	5	6	7	8	9
10	11	12 National Smoked Meat Day	13	14	15	16 National Nothing Day
17	18	19 National Popcorn Day	20	21	22 Hot Sauce Day	23
24 National Beer Can Appreciation Day	25	26	27	28	29	30
31 Jackie Robinson's Birthday						



FEB

TED READER @TEDGRILLS

Sometimes you just gotta grill in the middle of winter. Godfather of the Grill, top Canadian chef and all-season BBQer Ted Reader isn't fazed by February, hence the shorts. "The grill is multi-purpose, it'll keep you warm, give you the perfect sear, and tends to stoke great conversation with friends. Anyone who's been to my house knows we're outside no matter the weather, so don't forget your shorts." Cheers to hot grills and cold Miller Lites, Teddy.

S	M	T	W	T	F	S
	1	2	3	4	5 Hank Aaron's Birthday	6 Babe Ruth's Birthday
7	8	9	10	11	12 Cheers to the long weekend!	13
14	15 Family Day	16	17	18	19	20
21	22	23	24 National Tortilla Chip Day	25	26	27
28						



Miller Lite Smoked Reverse Sear Rib Steak

Chef Ted Reader

Miller Lite Butter Baste:

- ¾ cup butter
- ½ cup minced fresh garlic (approximately 12 plump cloves)
- 2 sprigs fresh rosemary
- ¼ cup Miller Lite

1. In a small pot melt the butter, then add the garlic, rosemary and Miller Lite and set aside keeping warm.

Miller Lite Chimichurri:

- 3 cups loosely packed, fresh cilantro leaves
- 2 cups loosely packed, fresh flat-leaf parsley
- 8 plump cloves garlic, coarsely chopped
- 6 green serrano chili peppers, halved lengthwise, seeds removed
- 2 green onions, coarsely chopped
- ½ cup Miller Lite
- 3 Tbsp malt vinegar
- ¾ cup olive oil
- ½ tsp ground black pepper
- 1 tsp sea salt

1. In a blender combine cilantro, parsley, garlic, serrano chilies, green onions, Miller Lite and malt vinegar. Drizzle in the olive oil in a steady stream. Blend until smooth. Season with black pepper and sea salt.
2. Transfer to a jar or self-sealing container (refrigerate for up to 1 week).

Gear:

- Wood smoking chips (oak, cherry, hickory, maple, pecan or mesquite)
- Digital meat thermometer (highly recommended for best results)
- Basting brush

It may be February - and the coldest month of the year - but that shouldn't stop you from grabbing a Miller Lite, heading outside and firing up the grill for your culinary masterpiece. This Miller Lite Smoked Rib Steak is grilled with a Miller Lite Butter Baste and served with a side of Miller Lite Chimichurri. According to Ted, the key is to make sure you start with a premium quality cut of Rib Steak, because great ingredients yield great results. We would know.

The Meat:

- 2 bone-in rib steaks, 1 ½ to 2 inches thick, approx. 1 to 1 ¼ lbs. each
- 2 Tbsp Ted Reader Bone Dust Steak Spice or your favourite steak spice

1. Remove your steaks from the refrigerator about 30 minutes to 1 hour prior to cooking.
2. Bring your smoker to 115°C (235°F) and add wood chips.
3. Brush steaks evenly all over with most of your Miller Lite Butter Baste, setting some aside for later.
4. Sprinkle steak spice all over the steaks and rub it in so it adheres.
5. Insert thermometer probe 1 ½ inches into the side of one steak. Set internal temperature at 45°C (110°F) for below rare doneness.
6. Place steaks on the grill, indirect from the heat source. Top the steaks with a few sprigs of fresh thyme or rosemary and close the lid.
7. Smoke steaks until internal temperature reaches 45°C (110°F). Keep an eye on it to avoid overcooking. Once the internal temperature of the steaks reach temp, it's time to perform the final part of the cook: The Reverse Sear.
8. Heat your grill to 330+°C (625+°F) - you want it smokin' hot.
9. Remove steaks from the smoker and remove the thyme sprigs.
10. Brush steaks with remaining Miller Lite Butter Baste and season with a little extra steak spice.
11. Now place the steaks on to the hot grill for The Reverse Sear. This step is critical. Sear for no more than 2-3 minutes per side for best results.
12. Remove from the grill and allow the steaks to rest for 2-3 minutes.
13. Slice and serve topped with Miller Lite Chimichurri Sauce.



MAR

ROBERT BELCHAM @ROBERTBELCHAM1

March is the perfect month to check out of hibernation and check in with friends. Like any great neighbour, restaurateur and renowned chef Robert Belcham’s yard sales are well-stocked with Miller Lite - and a reason to get to know your neighbours. “At one yard sale a few years back, I roasted a whole pig for the neighbourhood and everyone came out and got to know one another. We went from being neighbours to being friends.” Quick question, can we move to your block, Robert?

S	M	T	W	T	F	S
	1	2	3	4	5 National Day of Unplugging	6
7	8	9	10	11	12	13
14 Daylight savings begins	15 National Napping Day	16	17 St. Patrick's Day	18	19	20 Cheers to spring, and hosting backyard BBQs
21	22	23	24	25	26	27
28 National Something on a Stick Day	29	30	31			



APR

ROB SILVER @ROBSILVER

With Canada thawing, April means a return to spring sports. Finance executive, fantasy baseball pro, and all-round numbers guy Rob Silver has a heart of gold, especially when it comes to having a few Miller Lites after the game. “I like winning as much as the next guy - actually I might like winning a little more than the next guy. But after the game, win or lose, there’s nothing I like more than enjoying a beer with the team. That’s what it’s all about, celebrating a game well played with good friends.” You’d be our first pick, Rob.

S	M	T	W	T	F	S
				1	2	3
4 Easter	5	6	7 National Walking Day	8	9	10
11	12 National Grilled Cheese Day	13	14	15	16	17
18	19 National Hanging Out Day	20	21	22	23	24
25	26	27 National Babe Ruth Day	28	29	30	



MAY

ROB RAINFORD @CHEFROBRAINFORD

May... as the weather warms (hopefully in time for the long weekend) this month signals good times to come. Grillmaster, TV host and author Rob Rainford appreciates nothing more than having friends and family over for the long weekend. “Doesn’t matter if it’s in the kitchen or around the grill, any time together sharing a great meal and a cold beer is a special time. We hosted my friend, ‘Godfather of the Grill’, Teddy a while back. We were just hanging out and catching up, and it turned out to be a perfect, medium rare moment.” Cheers to great friendships made in kitchens, in backyard BBQs and around a few Miller Lites, Rob.

S	M	T	W	T	F	S
						1
2	3	4	5 National Beverage Day	6	7	8
9 Mother's Day	10	11	12	13	14	15 National BBQ Day
16	17	18	19	20	21 Cheers to the long weekend!	22
23	24 Victoria Day (AKA May Two-Four)	25	26	27 National Burger Day	28	29
30	31					



Miami Short Rib Sandwich Marinated in Miller Lite

Chef Rob Rainford

Rob Rainford’s Miami Short Rib Sandwich, marinated in Miller Lite, is the perfect social one-handed meal that allows for important multitasking, i.e. a free hand to enjoy a cold Miller Lite. The sweet, salty and bold flavours are enhanced by the smoked Gouda. The juicy fall-off-the-bone short ribs complement the crisp, toasted texture of the fresh French baguette. This simple crowd pleaser will have your guests lining up for high fives (and another sandwich, of course.)

INGREDIENTS

Marinade:

- 1½ kg Miami short cut ribs
- 355ml can of Miller Lite
- 1/3 cup low sodium soy sauce
- 1/3 cup Mirin (sweet cooking rice wine)
- 1/3 cup rice wine vinegar
- 3 Tbsp canola oil
- 1 Tbsp liquid honey
- 1 tsp hot sauce

Sandwich Bread, Cheese and Garnish:

- 2 French baguettes
- 2 cups smoked Gouda cheese (shredded)
- 2 green onions for garnish

Dry Rub:

- 1 ½ tsp brown sugar
- 1 ½ tsp paprika
- 1 ½ tsp ground black pepper
- 1 ½ tsp garlic powder
- 1 ½ tsp dried oregano
- 1 ½ tsp ground cumin
- 1 ½ tsp dried thyme leaves
- 1 ½ tsp cayenne pepper
- 1 ½ tsp dry mustard
- ¼ tsp kosher salt

THE RAINFORD METHOD:

1. Marinate ribs with all wet ingredients in a large resealable plastic baggie and let sit overnight.
2. Mix all dry ingredients together for the dry rub.
3. Preheat gas grill to high or if using charcoal, light the coals and heat them until a thick white ash has formed. You will need medium-high heat 180°C (350°F) to cook these ribs.
4. Remove the ribs from the marinade and pat dry. Next, sprinkle generously with the dry rub.
5. Now that your BBQ is nice and hot, place ribs directly over the medium-high heat for approximately 3 to 4 minutes per side.
6. Once the ribs are grilled, allow it to rest for 5 mins. Next, trim off any excess fat and take the bones out.
7. Cut baguettes in half and place on the grill if you like toasted bread, or leave it as is - it’s entirely up to you. Finally, place the ribs on the baguette, top with cheese and green onions, and enjoy.



JUN

RICK CAMPANELLI @RICK_CAMANELLI

June means we’re finally back to backyard BBQs with close friends and family, like Rick here enjoying a cold beer with his dad. Before Rick Campanelli was known as “Rick the Temp”, he was just Rick, Rino’s son. “My dad has a million stories, as anyone who’s been at one of our summer BBQs knows, he’s actually way more entertaining than me. He is a great host whether he’s entertaining, offering a Miller Lite or handling the grill, he’s definitely taught me a few things about showmanship over the years. Although it’s funny, he’d probably step in for me on stage if he had half the chance.” Thanks for all the stories and Happy Father’s Day, Rick and Rino.

S	M	T	W	T	F	S
		1 Happy New “Grilling” Year	2	3	4	5
6	7	8	9	10	11	12 140th anniversary of the first perfect game ever pitched
13	14	15	16	17	18	19
20 Father’s Day & Official Start to Summer	21	22	23	24 St. Jean Baptiste Day	25	26
27	28	29	30 Cheers to Canada Day tomorrow			



Miller
Lite®