

## Viewpoint: Michelob's 'Pure Gold' organic beer won't preserve your health or the environment

Beer companies often use sex to sell their beers, but Michelob Ultra is reinventing the beer commercial by advertising something else millennials crave: health.

The company's Super Bowl commercial for its organic Pure Gold beer has all the trendy elements. It features up-and-coming celebrity Zoe Kravitz wearing a sexy tropical sarong. She's sitting on a wooden platform built into naturally pristine mountains overlooking water. And she's whispering into the microphone to mimic the autonomous sensory meridian response techniques made popular on YouTube (some viewers claim ASMR gives them a tingling sensation). This is "beer in its organic form."

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The organic label has gained popularity but not for what it really stands for. The National Organic Program is regulated by the Department of Agriculture's marketing branch. The program dictates production methods. But those methods aren't necessarily better for the environment, namely because they often require more resources to produce less food. Despite popular belief, organic farmers can, and do, use pesticides.

Neither is organic produce any safer, healthier, or more nutritious. Numerous scientific studies have found that conventionally grown produce is just as healthy as organic options, and they generally cost a lot less.

**Read full, original article:** [The pseudoscience behind Michelob Ultra Pure Gold organic beer](#)