



BUDWEISER

DISCOVERY RESERVE

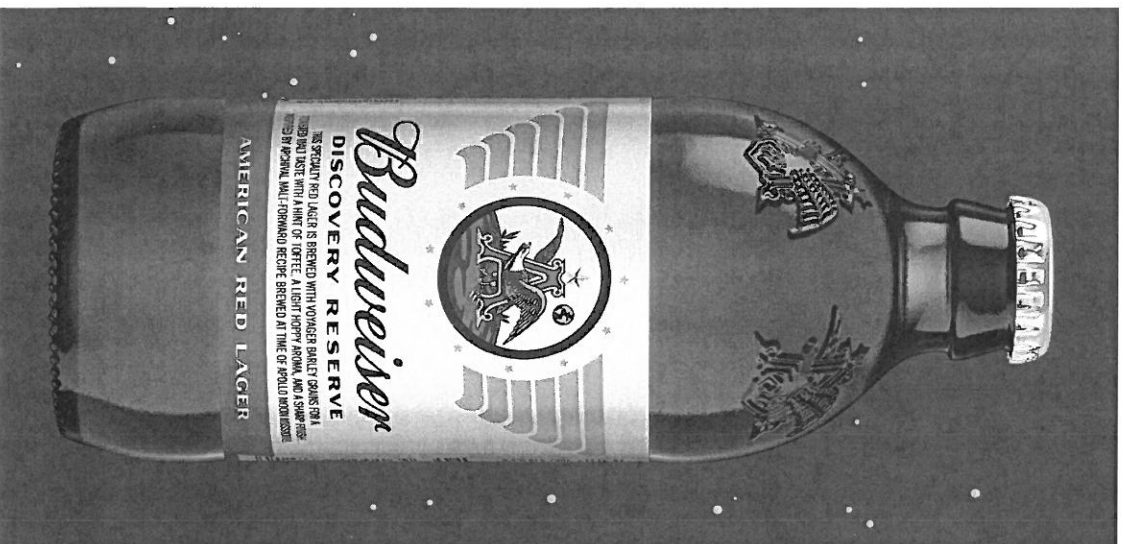
AMERICAN

RED LAGER



For Spring & Summer 2019, Budweiser is proud to celebrate the 50th anniversary of the moon landing and continue our 100+ years of support for U.S. troops with the introduction of the next chapter of the Reserve Collection: Budweiser Discovery Reserve American Red Lager. It will be brewed by Budweiser Brewmaster and Air Force Captain Karissa Norrington with \$1 per every case donated to Folds of Honor (FOH) — Budweiser's long-time non-profit partner who provides educational scholarships to the families of American veterans.

This specialty lager has a light hoppy aroma, a toasted barley malt taste with a hint of toffee, and a sharp finish. Discovery Reserve is inspired by an archive recipe Budweiser released around the time of the Apollo moon missions with toasted Voyager barley malt for a reddish color reminiscent of the next frontier—Mars.



GIFT BOX

STR: 6/24/19 - 8/25/19 (via LOW)
LOW: 3/18/19 - 4/1/19

ALL OTHER SKUS

STR: 4/1/19 - 8/25/19
(Forecasted Volumes)

SKUS / PACK TYPES

6 & 12 Packs of 12oz Glass Striby Bottles - Forecasted
Draft (1/6 and 1/2 BBL) - Forecasted
25 oz Cans - Forecasted
16oz Aluminum Gift Box - LOW

PRICING STRATEGY

Line-Priced with Mitchell's Ultra (Core++)