

# DISCOVERY RESERVE

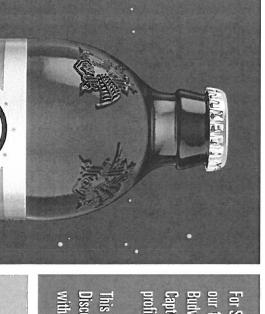
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## PMERICAL LAGER



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

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









### STR: 6/24/19 - 8/25/19 (via LOW GIFT BOX

LOW: 3/18/19 - 4/1/19

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MERICAN RED LAGER

ALL OTHER SKUS STR: 4/1/19 - 8/25/19

(Forecasted Volumes)

SKUs / PACK TYPES

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

## PRICING STRATEGY

Line-Priced with Michelob Ultra (Core+)

Case = 24 Pack Case. Denation up to \$100K from 3/1/19 - 7/31/19

Enjoy Responsibly © 2019 Anheuser-Busch, Budweiser® Discovery Reserve American Red Lager (Beer in TX), St. Louis, MO