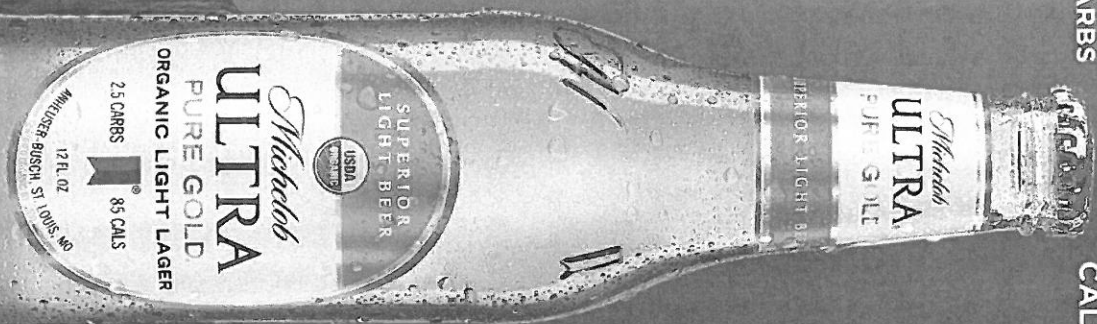


# Michelob ULTRA

PURE GOLD  
ORGANIC LIGHT LAGER

2.5  
CARBS

85  
CALS



## MICHELOB ULTRA PURE GOLD ORGANIC LIGHT LAGER

Our consumers' understanding of an active lifestyle has progressed beyond simply counting carbs and calories. They are spending more time and money on their pursuit of a balanced life than ever before. As the fastest growing beer in the United States\*, Michelob ULTRA has been perfectly positioned to ride this wave.

### MICHELOB ULTRA PURE GOLD: USDA CERTIFIED ORGANIC LIGHT LAGER

The future of light beer. An Organic Light Lager, with lower calories than ULTRA, signature low carbs, and a clean, balanced finish. Pure Gold delivers a superior taste like nothing else in the market, inside an elegant flint bottle. Pure Gold is a superior choice to compliment a balanced, active lifestyle.

\*Source: IRI YTD WE 08-12-2018: Volume Cng vs YA



### WHY ORGANIC?



71%

Of shoppers make decisions based on nutrition and ingredient labels\*\*



40%

Of shoppers say some or most of the food they eat is organic\*\*

\*\*Source: Pew Research Center: Americans' Views about and consumption of organic foods. Dec 2016



**STR:**  
December 3<sup>rd</sup>, 2018

**PACKAGES:**  
6 pack & 12 pack glass bottles

**PRICE RECOMMENDATION:**  
Recommend pricing at parity to Mexican Imports while maintaining a price premium to Michelob ULTRA

ENJOY RESPONSIBLY

©2018 Anheuser-Busch, Michelob ULTRA® Pure Gold Light Beer, St. Louis, MO  
Note: The alcohol beverage laws of the various states vary with regard to the merchandising and promotion of beer. Please be guided accordingly.  
Note: No Communication of USDA Organic certification is to be shared with external parties prior to January 8th 2019