

NEW for 2019



BUDWEISER

BLACK LAGER

For the 86th Anniversary of the Repeal of Prohibition, we are not only bringing back Copper Lager, but will also introduce the new Reserve Series Black Lager for a limited time.

Budweiser 5th Generation Brewmaster, Pete Kraemer and Jim Beam 7th and 8th Generation Master Distillers Fred and Freddie Noe came together to craft the Budweiser Reserve Series Black Lager. Aged on Jim Beam Bourbon Barrel Staves and to be co-merchandised with our partner product portfolio at Jim Beam (where legal). This is a specialty lager aged to perfection on Six-Year Jim Beam Bourbon Barrel Staves and brewed with toasted Two-Row barley for a flavorful chocolate rye and toasted malt taste.

Flavor profile & color: Dark auburn color, an oaky aroma with coffee and chocolate notes, and a deliciously smooth finish.

ABV: 7.1%

Recommended pricing: high end of the Core + price partition; 4 and 8 packs recommended in line with Copper Lager 6 and 12 packs.



STR & LOW DATES

STR: 10/7/19 – 12/31/19
LOW: 5/6/19 – 5/28/19

SKUs / PACK TYPES

- 4pk of 12oz Glass Stubby Bottles
- 8pk of 12oz Glass Stubby Bottles
- Single-serve matte black Stubby 16oz Alu Bottles (24pk Loose)
- 22oz bomber bottle Gift Box

RECOMMENDED PRICING

4pk priced equal to Copper Lager 6pk
 8pk priced equal to Copper Lager 12pk
 Gift box recommended at \$9.99

Note: The alcohol beverage laws of the various states vary with regard to the merchandising and promotion of beer. Please be guided accordingly.

© 2019 Anheuser-Busch, Budweiser® Black Lager, St. Louis, MO



REASONS TO BELIEVE

BLACK LAGERS GROWING DOUBLE DIGITS

Black lager beers are up 13% nation wide year over year (up 16% in R1 and 20% in R6 & R7)*

PREMIUM BOURBON GROWING, ON TREND

Premium bourbons are driving growth in Sprints and consumers are trading up within the Jim Beam family**



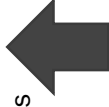
HIGHER DOLLAR MARGIN PRODUCT

Reserve Black Lager 4-pks & 8-pks priced in line with Copper Lager 6-pks and 12-pks. More premium pack designed for Holiday trade up & gifting

WHY IT'S RIGHT FOR YOUR ACCOUNT

DRIVES INCREMENTAL SALES

20% of Reserve Series volume is incremental to the beer category



ENCOURAGE RETURN TRIPS

39% of Reserve Series volume is driven by repeat purchases



POSITIVE HALO EFFECT ON BUDWEISER

Reserve Series has a positive effect on sales driving Budweiser Family penetration gains +35% (vs. YA)

MARKETING SUPPORT

NATIONAL MEDIA

Nearly 100% of T3 national media support dedicated to Reserve Series



EXPERIENTIAL

Repeal Day (12/5) and Prohibition-themed parties across the country featuring Budweiser + Jim Beam Reserve Collection brews

TRADE ASSETS

Trade assets support Black Lager displays flanking existing Copper Lager + Budweiser displays. Place in the spirits aisle near Jim Beam (where possible)

*Source: IRI MULC, Total US, (Rolling 52 weeks ending 4/21/19)

** Source: Shanken News Daily

Note: The alcohol beverage laws of the various states vary with regard to the merchandising and promotion of beer. Please be guided accordingly. © 2019 Anheuser-Busch, Budweiser® Black Lager, St. Louis, MO