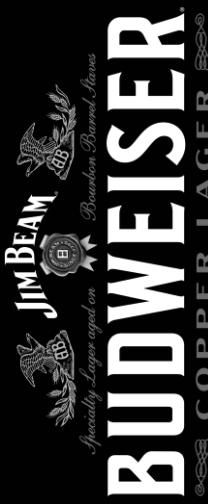


BACK FOR FALL!



Back by popular demand, for the 86th Anniversary of the Repeal of Prohibition, we are bringing back Copper Lager!

Budweiser Reserve Collection Copper Lager Aged on Jim Beam Bourbon Barrel Staves is a first-of-its-kind collaboration brew between two of America's most iconic brands: Budweiser and Jim Beam. Budweiser Copper Lager is a limited release beer brewed to celebrate the anniversary of the Repeal of Prohibition on December 5, 1933.

At a higher 6.2% ABV and Core+ price point, it is the perfect limited-edition beer for celebrations throughout the fall and holiday season. Brewed on Jim Beam Bourbon barrel staves, it has a toasted Oak aroma, a deliciously nutty taste with Caramel Rye and Vanilla notes, and a smooth finish.



6-Pack Glass of Heritage 12oz. Bottles
12-Pack Glass of Heritage 12oz. Bottles



SKUs / PACK TYPES
-6pk of 12oz Glass Stubby Bottles
-12pk of 12oz Glass Stubby Bottles

TARGET CONSUMER
28-49 Men & Women (National Craft Drinkers & Budweiser Considerers)
RECOMMENDED PRICING
Core +, in line with Michelob ULTRA

FORECAST WINDOW DATES
8/26/2019 – 3/1/2020
6/10/19 – 1/6/20

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

Enjoy Responsibly

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



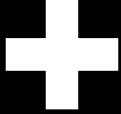
LARGE FORMAT



REASONS TO BELIEVE

TRACK RECORD OF SUCCESS

Reserve Copper Lager was a top 10 share gainer within beer, with a stronger Rate of Sale* than Sam Adams Boston Lager, Corona Premier, and Yuengling Gold



PREMIUM BOURBON GROWING, ON TREND

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



MARKETING SUPPORT

360 MARKETING CAMPAIGN

Trade assets, experiential activations, OOH & Digital Social will support a full 360 campaign



NATIONAL MEDIA SUPPORT

Nearly 100% of T3 national media support dedicated to Reserve Series with extra pressure around key holidays and sporting events

- Labor Day: September 2019
- MLB playoffs: September 2019
- NBA Tip off: October 2019
- MLB World Series: October 2019
- Repeal Day: December 2019

POSITIVE HALO EFFECT

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

DEMOGRAPHIC & OCCASION TARGETS

APPEALS TO GENERAL MARKET, AFRICAN AMERICANS, AND HISPANIC SHOPPERS

Over indexes with African Americans (128 Index) and Hispanic Shoppers (108 Index)

IDEAL FOR HOLIDAY HOSTING, WITH A MEAL, AND SAVORING WHILE RELAXING

Premium design, limited release with a unique story to share, rich complex taste profile, and 6.2% ABV.



ENCOURAGES RETURN TRIPS

39% of Reserve Series volume is driven by repeat purchases



DRIVES INCREMENTAL SALES

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



* Source: IRI MULC, Total US, 6 Pack Avg Weekly Vol Per Store Selling, P12W Ending 5-19-2019

** Source: Shanken News Daily

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Enjoy Responsibly
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