

**BACK FOR FALL!**



Back by popular demand, for the 86<sup>th</sup> 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

**STR**

8/26/2019 – 3/1/2020

**FORECAST WINDOW DATES**

6/10/19 – 1/6/20

**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

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

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## 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\*\*



### 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



## 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.



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

\*\* Source: *Shanklen News Daily*

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LARGE FORMAT