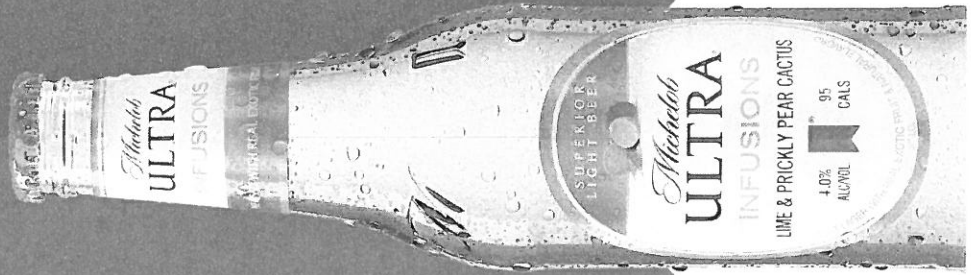


Michelob ULTRA® INFUSIONS

LIME & PRICKLY PEAR CACTUS

4.0%
ALC./VOL.

95
CAL'S



MICHELOB ULTRA INFUSIONS LIME & PRICKLY PEAR CACTUS

At Michelob ULTRA, we believe that the key to living a fulfilled life is finding balance, and have discovered a selection of exotic fruits that have allowed us to brew a unique flavored beer.

INTRODUCING MICHELOB ULTRA INFUSIONS: LIME & PRICKLY PEAR CACTUS

The future of flavored beer. A crisp, refreshing light lager infused with real exotic fruit. At just 95 calories and 4.0% ABV, Infusions is perfectly balanced, with no artificial sweeteners and a clean finish. This unique flavored beer is brewed to be a superior choice for those who live a balanced, active lifestyle.

WHY INFUSIONS?



89%

Of 21-34 year old shoppers indicated intent to purchase the product at a 30% price premium to current flavored beers*



90%

Of Hispanic shoppers indicated intent to purchase the product at a 30% price premium to current flavored beers*

*Source: Marketview Consumer Testing August 2018 N=526



STR:

March 18, 2019

PACKAGES AVAILABLE:

- 6pk 12oz Glass
- 12pk 12oz Glass
- 12pk 12oz Sleek Can
- 25oz Can
- 18pk Can (R5 ONLY)

PRICE RECOMMENDATION:

Recommend pricing at parity to Michelob ULTRA Pure Gold

TARGET CONSUMER:

21-34 year old, co-ed, active consumers

ENJOY RESPONSIBLY
©2019 Anheuser-Busch, Michelob ULTRA® Infusions Lime & Prickly Pear Cactus 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.