



Bringing Back the Little King

We are investing in Little Kings because:

- Unique Style – Cream Ale, sweeter, ties to consumer trend of lower ABV and lower calorie
- Unique Package – 7 oz Bottle
- Unique Origin Story – The original split for a Boilermaker paired with a shot of bourbon
- Unique Consumer Interest – unparalleled consumer requests for the product





New Branding



Updated logo retains heritage while modernizing



New neck label to highlight premium image



Circus tent pattern on outer carton packaging stands out on the shelf

Action oriented positioning

LITTLE KING ME



Updated crown and bottlecap



Consumer Insights

Primary Consumer

Nostalgic Fun Lover

- 40 – 56 years old; 70/30 male
- Caring for kids and aging parents
- Independent with strong work ethic
- Mixed of traditional and social media
- Family-centered activities
- Entertains at home when able
- Cares more about convenience than price
- Brand loyal

