

BUD LIGHT SELTZER MIX PACK

INTRODUCING THE Bud Light Seltzer Mix Pack (24pk)

For a limited-time this summer, Lemonade
and Iced Tea meet in one pack!

IGNITE JOB



Invite New
Drinkers In

TARGET CONSUMER

21-34, Multi-cultural and
FMB drinkers

GROWTH DRIVER



Flavor: the Flavor

OCCASION

Anytime, Easy-Drinking Occasions

BEER STYLE

Hard Seltzer

COLOR

Cloudy

INGREDIENTS

Pure Cane Sugar, Sparkling Water, Natural Fruit Flavor

CALORIES

100

ABV

5%

FLAVOR PROFILE

The taste of iced tea and the taste of lemonade meet the refreshment of seltzer. This variety pack features 3 Iced Tea Flavors: Raspberry, Peach, & Apple and 3 Lemonade Flavors: Original, Strawberry, and Black Cherry

FEATURES

100 Calories, <1g Sugar, 5% ABV per 12oz



STR

5/24/2021

Recommended Pricing

In line with Current BLS
24pk in Market

Packs Available

24pk sleek can variety pack (lemonade: Original, Strawberry, Black Cherry ; Iced Tea: Peach, Raspberry, Apple)

REASONS TO BELIEVE

24 PACKS ARE STRONG PERFORMING SKUS FOR BLS

Bud Light Seltzer 24PK is one of the top 3 SKUs in the seltzer segment (ROS)

CONSUMERS ARE LOOKING FOR MORE FLAVORFUL SELTZER OPTIONS

The top performing seltzer SKUs are ones with more flavor (e.g. BLS Lemonade, Truly Iced Tea)

LEMONADE SHOWING EARLY SIGNS OF SUCCESS

In less than a month since launch, BLS Lemonade is already 3-share of Hard Seltzer, which is bigger than many other seltzer brands

(SOURCE: IRI TOTAL, IAVI ending 2/14)

MARKETING SUPPORT

\$3.5 MM focused media spend on targeted assets
(Digital, Social & ECOMM)
100+ Sampling Events
POCM Support