

BUD LIGHT Seltzer ICED TEA

INTRODUCING
BUD LIGHT SELTZER ICED TEA
 The sweet taste of iced tea meets
 the refreshment of seltzer!



IGNITE JOB
 Invite New Drinkers In



GROWTH DRIVER
 Favor the Flavor



TARGET CONSUMER
 21-34, Multi-cultural and FMB drinkers

OCCASION
 Anytime, Easy-Drinking Occasions

BEER STYLE

Hard Seltzer

COLOR

Cloudy

INGREDIENTS

Water, Cane Sugar & Natural Flavors

ABV

5%

CALORIES

100

FLAVOR PROFILE

The taste of iced tea meets the refreshment of seltzer! This Variety Pack features Peach, Raspberry, Apple & Tangerine Iced Tea Flavors

FEATURES

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

REASONS TO BELIEVE

HARD TEAS ARE #1 GROWTH DRIVER IN
 FLAVORED ALCOHOL

PROVEN SUCCESS FROM REGION 1
 PILOT

STRONG PURCHASE INTENT WITH
 CORE TARGET

19% of total FMB \$ Sales
 27% contribution to growth

BLS Iced Tea 25oz. is #1 Bud Light Seltzer
 Single SKU in Region 1

85% purchase intent
 with A21-34

SOURCE: IRI/LOW PROJECTED WE 1/10/21 - WE 1/24/21

SOURCE: Quantix quant pack study
 Feb 2021, n=700

STR

5/24/2021

Recommended Pricing

In line with any BLS 12pk,
 25oz Single

Packs Available

12pk 12oz Variety Pack (Peach, Apple, Raspberry, Tangerine Iced Tea) 25oz single (Peach)

MARKETING SUPPORT

\$7MM focused media spend on targeted assets (Digital, Social & ECOMM)
 100+ Sampling Events
 POCM Support