



Stella Liberté 0.0%

Over 600 years of Belgian brewing heritage, brought to life in a beautifully balanced alcohol free premium malt beverage. With a flavorful taste and a clean finish, Stella Artois Liberté is meant to be savored.



IGNITE JOB Expand Consumption	TARGET CONSUMER Retain Target: 35-55 yo, Mid-High Income; Other Import Beer Buyers
GROWTH DRIVER Meaningful Premium	OCCASION Meals - Celebratory & Social

Beer Style	Color	Ingredients	ABV	Calories
Alcohol Free Lager	Golden	Water, Barley Malt, Cane Sugar, Natural Flavors, Hops	0.0%	59
Flavor Profile	Full-flavored premium alcohol-free brew with a well-balanced malty sweetness, crisp hop bitterness and crisp, clean and refreshing finish.			

REASONS TO BELIEVE

NAB Category +27.2% vs YA (Source: IRI TOTAL US MULC L52WE 9.5.2021)

Even when choosing moderation, consumers are seeking options that bring confidence in the social moment

The Stella Artois family has superior brand health, 93% brand awareness, and voted the #1 High Quality Brand by consumers (Infotools June 2021)

Super Premium Non-Alc Brands +62% vs YA (Source: IRI Total US MULC June 2021 vs YA)

STR	1/03/22
Recommended Pricing	In line with Mother Brand
Packs Available	6pk bottles Markets: AZ, CA, DC, FL, IL, MD, NV, NY, PA, VA

MARKETING SUPPORT
Trade assets, sampling, social, digital, OOH

6pk Bottle	11.2oz Single Bottle
	
0 18200 20313 8	0 18200 26268 5

Enjoy Responsibly
The alcohol beverage laws of individual states vary regarding the merchandising and promotion of beers. You should be guided accordingly.

Brewed in the U.S.A., Stella Artois, St. Louis, MO