

# BUD LIGHT NEXT

The future of Light Lagers is here:  
0 Carbs & 80 Calories

<b>IGNITE JOB</b> Expand Consumption	<b>TARGET CONSUMER</b> A25-35, Co-Ed
<b>GROWTH DRIVER</b> Smart Choices	<b>OCCASION</b> Anytime, casual



<b>BEER STYLE</b> Light Lager	<b>COLOR</b> Yellow	<b>INGREDIENTS</b> Water, Barley, Hops, Rice	<b>ABV</b> 4%	<b>CALORIES</b> 80
<b>FLAVOR PROFILE</b>	Light and crisp with a clean finish			
<b>FEATURES</b>	80 Calories and 0 Carbs per 12oz			

## REASONS TO BELIEVE

### BUD LIGHT IS WELL KNOWN

98% of US adults (21+) are aware of Bud Light; higher brand awareness than any other beer brand

*Infotools June 2021*

### CONSUMERS ARE CARB CONSCIOUS

Low Carb is the #1 Diet in the US with 71% of health minded shoppers watching their consumption

*Numerator Feb 2021*

### HEALTHY LIVING IS ON THE RISE

94% of Americans prioritize health in their lives and it is a leading factor when choosing a drink

*IRI June 2021; Mintel 2020 Beer Report*

**STR** 2/7/2022

**Pricing** Core+

**Packs Available** .12pk 12oz Sleek Can

## MARKETING SUPPORT

Full 360 launch plan: OOH, TVC, Social/Digital, Trade, Experiential