

Michelob **ULTRA** ZERO

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Introducing Michelob **ULTRA** Zero – a refreshing alcohol-free brew with **29 Calories** and **6.5 Carbs**

IGNITE JOB

Trade Up

TARGET CONSUMER

35+ Co-ed, Caucasian & Hispanic

GROWTH DRIVER

Meaningfully Premium

OCCASION

Non-drinking occasions and supplemental to existing drinking occasions



Beer Style	Color	Ingredients	Shelf Life	ABV	Calories
0.0% ABV Light Lager	Light Amber	Barley, Hops, Rice, Water, Natural Flavor	180 days	0.0%	29
Flavor Profile	A light 0.0% ABV light lager with a subtle citrus aroma and a refreshingly crisp finish				
Features	An easy-drinking zero-alcohol light lager, with the great taste of Michelob ULTRA that consumers love...and with roughly half the calories and carbs of most leading Non-Alcoholic Beers				

REASONS TO BELIEVE

Non-Alcoholic Beer is the fastest growing segment in Beer (+28% CAGR), and premiumizing faster than beer overall.

Michelob ULTRA is the #3 Brand in Beer, with a five-year CAGR of 7.19% - growing 41% in volume over the past five years.

Michelob ULTRA Zero will offer consumers superior stats (29 Cals / 6.3g Carbs) and build upon Michelob ULTRA's equity in Active Lifestyle and Health & Wellness

SOURCE: Circana Non-Alc WAMP through Dec 2023

SOURCE: Total US - MULO WE 12/31/2023 (Dollar Share), HERO Analytics thru 2023

MARKETING SUPPORT

MEDIA & TRADE SUPPORT: CREATIVE COHESION



INTEGRATION INTO OUR EXCITING BRAND MEGA-PLATFORMS

This is a big bet for Michelob ULTRA. Expect to see Michelob ULTRA Zero seamlessly integrated into our industry-leading Brand programming across Golf, Soccer, Active Living, and MORE.

STR 12/30/2024 (12pk 12oz Can)
3/10/2025 (6pk 12oz Bottle)

Recommended Pricing Core +

Pack Launch Strategy 12/30/24:
12pk Can STR via LOW (9/23-10/18)
3/10/25:
12pk Can converts to Forecast
6pk Bottle STR via Forecast

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

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Michelob **ULTRA**

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Michelob
ULTRA
ZERO

MICHELOB ULTRA ZERO WILL HAVE ~HALF THE CALORIES AND CARBS AS
THE CURRENT INDUSTRY LEADERS

FPO PACKAGING



29
CALORIES

6.5
CARBS



50
CALORIES

12
CARBS



69
CALORIES

16
CARBS



65
CALORIES

14
CARBS