



STELLA ARTOIS

The beer with a taste worth more, for moments worth more

A beautifully balanced premium lager with a flavorful taste and soft finish meant to be savored

#1 "HIGH QUALITY" BRAND IN BEER

Stella is perceived by consumers as the #1 beer for "high quality", a key driver of purchase frequency

CONSUMERS



25-34 y/o
35-44 y/o

ENDURING SPACES

Meaningfully
Premium

STELLA SHOPPERS SPEND MORE

Stella consumer's basket is 52% greater than the beer average, and 8% greater than the import beer average

STELLA CAN PACKAGES DRIVE BRAND GROWTH

Incremental +67% ROS lift (1.6x) in accounts that carry both the 12pk can AND 12pk bottle

STR:

In Market

Packs Available:

Cans: 25oz single, 4pk 16oz, 6pk 12oz, 12pk 12oz, 24pk 12oz

Bottles: 22.4oz single, 6pk 11.2oz, 12pk 11.2oz, 18pk 11.2oz, 24pk 11.2oz

Geo Availability:

National

Channel Focus:

On Premise, Large Format, Small Format

Pricing:

Super Premium

ABV:

5.0%

Flavor(s):

Golden Lager