



MANG-O-RITA

MARGARITA WITH A TWIST



BUD LIGHT LIME MANG-O-RITA

NEW PRODUCT

FOCUS BRAND



Only at 8% ABV

PRODUCT DESCRIPTION

BUD LIGHT LIME MANG-O-RITA HAS THE DELICIOUS TASTE OF A MANGO MARGARITA WITH A REFRESHING TWIST OF BUD LIGHT LIME. THIS READY-TO-DRINK 8 PERCENT ABV FLAVORED ALCOHOL BEVERAGE IS PERFECT FOR ANY OCCASION. JUST POP OPEN, POUR OVER ICE AND ENJOY!

TARGET CONSUMER

LDA-34 CO-ED VARIETY-SEEKING CONSUMERS WHO PREFER SWEETER-TASTING BEVERAGES

STR/PACKAGES

3/3/2014

12 PACK 8 OZ SLEEK CANS,
25 OZ CANS,
4 PACK 16 OZ CANS

*AVAILABLE AT 8% ABV IN SELECT MARKETS

PRICING

AT PARITY WITH BUD LIGHT LIME RITAS

MEDIA SUPPORT

FULL 360 - TV, RADIO, OOH, DIGITAL, PRINT

SHELF PLACEMENT

MERCHANDISE WITH FMB / SPECIALTY SEGMENT

DISPLAY ADJACENCIES

DISPLAYED WITH BUD LIGHT, BUD LIGHT LIME AND BUD LIGHT LIME RITA FAMILY

ENJOY RESPONSIBLY.

©2013 Anheuser-Busch, Bud Light Lime® Mang-O-Rita Flavored Malt Beverage, St. Louis, MO
Note: The alcohol beverage laws of the various states vary with regard to the merchandising and promotion of beer. Please be guided accordingly.



RAZ-BER-RITA

MARGARITA WITH A TWIST



BUD LIGHT LIME RAZ-BER-RITA

NEW PRODUCT

FOCUS BRAND



OLD FASHION - 0.04

PRODUCT DESCRIPTION

BUD LIGHT LIME RAZ-BER-RITA HAS THE DELICIOUS TASTE OF A RASPBERRY MARGARITA WITH A REFRESHING TWIST OF BUD LIGHT LIME. THIS READY-TO-DRINK 8 PERCENT ABV FLAVORED ALCOHOL BEVERAGE IS PERFECT FOR ANY OCCASION. JUST POP OPEN, POUR OVER ICE AND ENJOY!

TARGET CONSUMER

LOA-34 CO-ED VARIETY-SEEKING CONSUMERS WHO PREFER SWEETER-TASTING BEVERAGES

STR/PACKAGES

3/3/2014

12 PACK 8 OZ SLEEK CANS,
25 OZ CANS,
4 PACK 16 OZ CANS

*AVAILABLE AT 6% ABV IN SELECT MARKETS

PRICING

AT PARITY WITH BUD LIGHT LIME RITAS

MEDIA SUPPORT

FULL 360 - TV, RADIO, OOH, DIGITAL, PRINT

SHELF PLACEMENT

MERCHANDISE WITH FMB / SPECIALTY SEGMENT

DISPLAY ADJACENCIES

DISPLAYED WITH BUD LIGHT, BUD LIGHT LIME AND BUD LIGHT LIME RITA FAMILY

ENJOY RESPONSIBLY

©2013 Anheuser-Busch, Bud Light Lime® Raz-Ber-Rita Flavored Mal Beverage, St. Louis, MO
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Product Information per 12 oz. serving

ABV	4.2%
Malts	Two row and six row malted barley, wheat
Hops	Blend of domestic and imported hops
Other Ingredients	Orange peel, coriander, natural lemonade flavor and a hint of sugar for sweetness
Recommended Glassware	Weizenbeer (as shown)
Recommended Cheese Pairing	Goat cheese
Recommended Food Pairings	Spicy Thai Noodle Salad



Beer Category/Style
Lemon Shandy

Taste Profile
Belgian-style wheat beer brewed with spices and with natural lemon flavor added.

