



BUD LIGHT LIME MANG-O-RITA

NEW PRODUCT

FOCUS BRAND



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 B 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 380 - 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

02013 Anheuser-Busch, Bud Light Lime® Mang O Rita Flavored Malt Beverage, St. Louis, MC Note: The alcohol beverage laws of the various states vary with regard to the mechandlang and promotion of beer. Please be guided accordingly





BUD LIGHT LIME RAZ-BER-RITA

NEW PRODUCT

FOCUS BRAND



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

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 5% 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

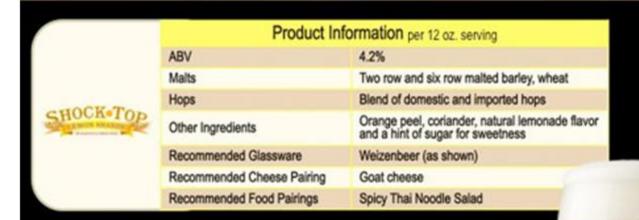
DISPLAY ADJACENCIES

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

ENJOY RESPONSIBLY

02013 Anheuser Busch, Buil Light Limeth Raz-Ber Rika Flavored Mali Beverage, St. Louis, MD

Note: The alcohol beverage laws of the various states vary with regard to the merchandlising and promotion of beer. Please be guided accordingly





Beer Category/Style Lemon Shandy

Taste Profile

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

