



LIME-A-RITA

MARGARITA WITH A TWIST

PRODUCT: This bold new **Margarita with a Twist** is 8% A BV and perfectly balanced to deliver authentic margarita flavor and a delightfully refreshing finish.

TARGET CONSUMER/OCCASION: All consumers drinking margaritas during the Cinco de Mayo holiday & summer season. Perfect for consuming with friends in outdoor refreshment and hanging out occasions.

OPPORTUNITY: Bud Light Lime *Lime-A-Rita* has the opportunity to deliver a convenient, refreshing take on the traditional margarita.

SUPPORT: National TV, print, and digital; Local OOH, sampling¹, and merchandising to drive awareness and sales

RETAIL PLACEMENT: Primary placement target is on display with Bud Light Lime. Shelf placement recommendation is in FMB section next to category leader.

PACKAGES: 8oz cans (12-pack); 24oz can single serve

LIMITED TIME ONLY: Available from April 9th to September 7th 2012

1 Where legal. The alcohol beverage laws of the various states vary with regard to the merchandising and promotion of beer. Please be guided accordingly.





LIME-A-RITA

MARGARITA WITH A TWIST

8%
ALC./VOL.

Introducing Bud Light Lime *"Lime-A-Rita."*

The bold flavor of an authentic margarita made with a "twist" of Bud Light Lime for a cool, refreshing, balanced finish. Garnish your glass with salt & lime, pour over ice and enjoy!



ENJOY RESPONSIBLY

©2012 ANHEUSER-BUSCH, BUD LIGHT LIME® LIME-A-RITA, FLAVORED BEER (Flavored Ale in OR & TX), ST. LOUIS, MO
For more information about our products call 1-800-Okal Bud, (1-800-342-5243) or visit us at www.budlightlime.com.



STRAW-BER-RITA

MARGARITA WITH A TWIST



BUD LIGHT LIME STRAW-BER-RITA NEW PRODUCT

FOCUS BRAND



Only at FOCUS BRAND

PRODUCT ATTRIBUTES

A ready-to-drink 8 percent ABV strawberry margarita flavored alcohol beverage with a twist of Bud Light Lime. Best served over ice, Bud Light Lime *Straw-Ber-Rita* brings together a mix of two favorites - great strawberry margarita taste with the refreshment of Bud Light Lime - to create something original and incredibly drinkable.

Great Strawberry Margarita Taste With a Twist of Bud Light Lime

Best Enjoyed Over Ice

8 Percent ABV

TARGET CONSUMER

21 - 34 year old co-ed trendseeker and aspirer consumers

PRICING

At parity with Bud Light Lime *Lime-A-Rita*

MEDIA SUPPORT

Full 360 - TV, Digital, Print, OOH

DISPLAY ADJACENCIES

- With Bud Light Lime and Bud Light Lime *Lime-A-Rita*
- Flank Bud Light Mega displays where appropriate

STR/PACKAGES

Packages launching 4/1/13:

- 12 Pack 8oz. Sleek Cans
- 24oz. Can
- 4 Pack 16oz. Can

Package launching Summer 2013

- 6 Pack 8oz. Flint Bottle

SHELF PLACEMENT

Recommendation:

- Merchandise within the FMB / Specialty segment

Rationale:

- Encourage trial among current FMB drinkers as well as non-beer drinkers



CRAN-BRRR-RITA

MARGARITA WITH A TWIST

LIMITED WINTER EDITION



BUD LIGHT LIME CRAN-BRRR-RITA NEW PRODUCT

FOCUS BRAND



Call 1-800-3-0000

PRODUCT DESCRIPTION

JUST IN TIME FOR THE HOLIDAYS, BUD LIGHT LIME IS EXCITED TO INTRODUCE BUD LIGHT LIME CRAN-BRRR-RITA – A NEW, LIMITED-TIME ONLY WINTER SEASONAL OFFERING. BEST ENJOYED OVER ICE, BUD LIGHT LIME CRAN-BRRR-RITA COMBINES THE DELICIOUS FLAVOR OF A CRANBERRY MARGARITA WITH A REFRESHING TWIST OF BUD LIGHT LIME. AVAILABLE IN 8% ABV ONLY.

TARGET CONSUMER

LDA-35 CO-ED CONSUMERS WHO PREFER SWEETER-TASTING DRINKS

STR/PACKAGES

NOVEMBER 4, 2013
12 PK 8 OZ SLEEK CANS
25 OZ CANS

PRICING

AT PARITY WITH 1 BUD LIGHT LIME RITAS BRANDS

MEDIA SUPPORT

RITA FAMILY TV, COOL, DIGITAL

SHELF PLACEMENT

MERCHANDISE WITH FMB / SPECIALTY SEGMENT

DISPLAY ADJACENCIES

WITH BUD LIGHT LIME AND RITA FAMILY; NEAR WINE AND HARD LIQUOR DISPLAYS FOR THE HOLIDAYS

25 OZ UNIT	25 OZ CASE	8 OZ UNIT	8 OZ CARRIER	8 OZ CASE
0 18200 25538 0	0 18200 95837 3	0 18200 00082 9	0 18200 22992 3	0 18200 95838 0

ENJOY RESPONSIBLY

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