



SAY HELLO TO EASY

WHAT IT IS

A highly sessionable, affordable light beer with a crisp, fresh flavor.

- Lower ABV: 3.8%
- Fewer Calories: 110

WHY WE'RE LAUNCHING NOW

Consumers are looking for a lighter, sessionable beer that they can drink over a longer period of time – a brand that meets their lifestyle needs

WHY THEY'LL LOVE IT

It's an easy-drinking, lighter, tastier beer for kicking back or kicking it with friends over long periods of time. An exceptionally sessionable, no-nonsense beer with slightly less calories.



LAUNCHES SEPTEMBER 2018