

BUD LIGHT NEXT

The future of Light Lagers
is here:
0 Carbs & 80 Calories

IGNITE JOB Expand Consumption	TARGET CONSUMER A25-35, Co-Ed
GROWTH DRIVER Smart Choices	OCCASION Anytime, casual



BEER STYLE	COLOR	INGREDIENTS	ABV	CALORIES
Light Lager	Yellow	Water, Barley, Hops, Rice	4%	80
FLAVOR PROFILE	Light and crisp with a clean finish			
FEATURES	80 Calories and 0 Carbs per 12oz			

REASONS TO BELIEVE

BUD LIGHT IS WELL KNOWN

98% of US adults (21+) are aware of Bud Light; higher brand awareness than any other beer brand

Infotools June 2021

CONSUMERS ARE CARB CONSCIOUS

Low Carb is the #1 Diet in the US with 71% of health minded shoppers watching their consumption

Numerator Feb. 2021

HEALTHY LIVING IS ON THE RISE

94% of Americans prioritize health in their lives and it is a leading factor when choosing a drink

IRI June 2021; Mintel 2020 Beer Report

STR 2/7/2022

Pricing Core+

Packs Available 6pk 12oz Glass Bottle, 12pk 12oz Glass Bottle, 12pk 12oz Sleek Can

MARKETING SUPPORT

Full 360 launch plan: OOH, TVC, Social/Digital, Trade, Experiential