

BUD LIGHT Seltzer

BUD LIGHT SELTZER SOUR VARIETY PACK

PREPARE TO PUCKER.
THESE FLAVORS PACK A PUNCH.

<u>IGNITE JOB</u> Invite New Drinkers In	<u>TARGET CONSUMER</u> 21-35. Co-Ed, Seltzer & FMB Drinkers
<u>GROWTH DRIVER</u> Savor The Flavor	<u>OCCASION</u> Casual Get Togethers, Earned It



<u>BEER STYLE</u>	<u>COLOR</u>	<u>INGREDIENTS</u>	<u>ABV</u>	<u>CALORIES</u>
Hard Seltzer	Pink, Blue, Yellow, Green	Pure Cane Sugar, Sparkling Water, Natural Fruit Flavor	5%	100
FLAVOR PROFILE	We turned up the sour on these seltzers and made some amazing fruity flavors that are sure to test your tongue. These flavors are not for the weak.			
FEATURES	Per 12oz Serving: <1g Sugars, Gluten-Free			

STR	12/27/2021 – 4/24/2022
Shelf Life	270 Days
Recommended Pricing	In line with current Bud Light Seltzer 12pks in market
Packs Available	12pk 12oz Sleek Variety Pack

REASONS TO BELIEVE		
<p>INCREMENTAL REACH FOR BUD LIGHT SELTZER</p> <p>Bold flavors are driving 65% of growth in the seltzer category. Full-flavored seltzers source more volume from FMB than base seltzer offerings.</p> <p><i>IRI Volumes IRI \$ POS MULC FY '17-20</i></p>	<p>FIRST MOVER IN THE SELTZER CATEGORY</p> <p>75% of consumers say flavor is a driver of their drink choices. Sour is an innovative and unique proposition to the seltzer category.</p> <p><i>Qual Testing 2020</i></p>	<p>SOUR ON PAR WITH OOO & RETRO, OUTPERFORMS ON 'UNIQUE'</p> <p>Sours Pack tested 88% Purchase Intent and 86% on Unique-ness</p> <p><i>Quant Concept Screen, Dec 2020 Quant Graphics Screen, July 2021</i></p>

MARKETING SUPPORT PARTNERSHIPS		
<p>DIGITAL</p> <p><u>DIGITAL 1ST MEDIA PLAN</u> YouTube, Facebook, Instagram, Pinterest, Twitch, Spotify, Pandora</p>	<p>POS TO SUPPORT LAUNCH</p>	