

BUD LIGHT NEXT SAMPLING SCRIPT





BUD LIGHT NEXT

KEY MESSAGES TO DRIVE HOME

- Zero Carb
- Super Crisp Light Beer

IGNITE JOB Expand Consumption	TARGET CONSUMER LDA-27, co-ed
MACRO TREND Smart Choices	OCCASION Any light beer drinking occasion

Beer Style	Color	ABV	Calories
Light Lager	Light Yellow	4%	80
Flavor Profile	Light body and super crisp taste for easy drinking		
Features	At 80 calories and 0 carbs, a crisp and refreshing light beer		

SAMPLER:

Hi there! Bud Light Next is our first-ever, zero carb beer. Would you like to try one?

CONSUMER:

Sure, that sounds cool! Yum, what is it?

SAMPLER:

Bud Light Next is a first of its kind, ZERO CARB, Super Crisp Light beer from Bud Light. It is light bodied, with light grapefruit and orange notes, while balancing sweetness, malt, and bitterness for a clean, super crisp, fast and refreshing finish.

CONSUMER:

Wow, I haven't had anything like this before. This is great!

SAMPLER:

Our brewing and innovation teams have been working for almost a decade to perfect the recipe to bring this ground breaking product to market!

CONSUMER:

That's amazing! How many calories does it have?

SAMPLER:

Bud Light Next has zero carbs, 80 calories, and at 4% ABV, Bud Light Next is super crisp and refreshing, and Brewed for What's Next !

CONSUMER:

Thanks so much! So glad I tried it!

ON DEMAND ITEMS

