

# Bohemia Variety Pack - Bridging Imports and Craft

## Target Shopper



Most Acculturated: English Dominant or Preferred

Millennial males 25-35 with a focus on H1 Hispanic who are Specialty Beer Seekers

Looking for a great beer when they're hanging out with friends.



## Positioning



Offers specialty beer drinkers an option in the growing Mexican Beer category.

2 of 3 variety pack consumption occasions are social occasions.<sup>1</sup>

Mexican variety pack shoppers are more valuable driving more beer spend & trips throughout the year! +95% beer dollars vs. average beer buyer.<sup>2</sup>

VARIANTS & TASTING NOTES		
WEIZEN	PILSNER	OSCURA
 <p>The perfect balance between wheat malt and fresh hop notes, accompanied by a light touch of orange and coriander.</p>	 <p>Bright golden color, followed by the bitter character imparted by noble hops from the Czech region of Bohemia.</p>	 <p>The mixture of roasted and Vienna malts provides a slightly sweet flavor with hints of walnut and coffee.</p>
 <p>IBU 11.0 ABV 5.7%</p>	 <p>IBU 21.0 ABV 4.7%</p>	 <p>IBU 14.4 ABV 4.9%</p>

1. HUSA SHOPPER STUDY 2017.  
2. INFOSCOUT PANEL 52 WEEKS ENDING 7.16.17.