



BUDWEISER

COPPER LAGER

RESERVE COLLECTION

STR

8/27/18 – 3/3/19

CONFIGURATIONS

6PK 12OZ HERITAGE BOTTLES

12PK 12OZ HERITAGE BOTTLES

1/6 BBL KEGS

PRICING

PREMIUM PLUS



DESCRIPTION OF NEW PACKAGE

We are incredibly excited to announce a first-of-its-kind partnership between two of America's top heritage brands. Coming off of the massive success of Budweiser Repeal Reserve Amber Lager last holiday season, we knew we needed to create a Reserve Collection brew for T3 2018 unlike anything that's ever been done before. That is why we are thrilled to announce Budweiser's new collaboration with Jim Beam Bourbon: the Limited-Edition Budweiser Reserve Copper Lager Aged on Jim Beam Bourbon Barrel Staves. Budweiser Copper Lager will hit the market in time for September Bourbon Heritage Month and will remain in market through March 2019. The starting STR of Copper Lager is timed to touch the ending STR for Budweiser Freedom Reserve, and has the same UPC as Freedom Reserve. Dedicated Copper Lager trade assets are available in the T3 trade window closing this Friday 5/11, and nearly 100% of Budweiser's T3 media pressure will be dedicated to Copper Lager, including ads that will air during the 2018 MLB World Series.

MEDIA SUPPORT..... Nearly 100% of Budweiser's T3 media pressure will be dedicated to Copper Lager, including ads that will air during the 2018 MLB World Series

Note: The alcohol beverage laws of the various states vary with regard to the merchandising and promotion of beer. Please be guided accordingly.