

Natural LIGHT®



STR	3/1/21
RECOMMENDED PRICING	Line Priced with Naturdays
PACKS AVAILABLE	12pk/12oz can 24pk/12oz can 30pk/12oz can 6pk/16oz can

Enjoy Responsibly.

The alcohol beverage laws of individual states vary regarding the merchandising and promotion of beers. You should be guided accordingly.

NATURDAYS PINEAPPLE LEMONADE

Introducing the next delicious flavor in the Naturdays line up, pineapple lemonade. A sessionable, light lager balanced with pineapple lemonade flavor, it's the perfect drink for any occasion.

IGNITE JOB Recruit In	TARGET CONSUMER LDA - 27 Beer Reluctant
GROWTH DRIVER Savor The Flavor	OCCASION Socializing

BEER STYLE Flavored Light Lager	COLOR Pale	INGREDIENTS Water, Corn, Corn Syrup, Barley Malt, Can Sugar, Citric Acid, Natural Flavor, Rice, Hops, Hop Extract, Malt Extract	ABV 4.2%	CALORIES 120 calories/13 carbs
FLAVOR PROFILE Refreshing lager with pineapple and lemonade flavors				
FEATURES The same balance of flavor and sessionability that made Naturdays the fastest selling flavored beer in America				

REASONS TO BELIEVE

Naturdays' 1.4 average weekly volume per store selling YTD (with a 1.9 ROS L4W) is the fastest ROS of any flavored beer

Source: IRI, TUS, F00D, YTD ending week 6/14/2020

56.7% of buyers rebuy Naturdays again. Of repeat buyers, 35% have rebought Naturdays 5+ times

Source: IRI Trial and Repeat, Naturdays, All Outlets, L2W ending 7-12

In it's first 6 months, Naturdays achieved 6% of its sales from recruiting in new drinkers and 28% from expanding consumption

Source: Numerator, Source of Vol, Gnu, Feb 1, 2019 – Aug 30, 2019

MARKETING SUPPORT

360 Support with Retail, Social, PR, and Media.

© 2021 Anheuser-Busch, Natural Light® Naturdays® Pineapple Lemonade Flavored Malt Beverage (Flavored Beer in TX), St. Louis, MO

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UPCS

