



REASONS TO BELIEVE

- Delivers on sessionability and with prominent RTBs—2.8% ABV and 64 calories
- Brings existing consumer along with familiar colors, imagery, and fonts
- Fits with the Miller Family of brands; no new risk to existing brands
- Draft glass works hard to communicate taste appeal and the promise of the product

PRODUCT SPECIFICATIONS

STYLE: American Light Lager
COLOR: Golden and Bright
CALORIES: 64
CARBS: 2.4g

ABV: 2.8%
PROTEIN: <1g
IBUs: 5+
SRM: 3.0

PLACEMENT: Adjacent to Miller Lite
PRICE GUIDANCE: At Parity w/ Miller Lite

PRIORITY SKUs
18 WEEK
SHELF LIFE

24PK	30PK	18PK	12PK
Cans	Cans	Cans	Bottles



BRAND STORY

Miller Extra Light was introduced as the perfect choice for consumers striving to maintain a sense of healthy balance in their busy lifestyles.

Combining a fresh, crisp flavor with 2.8% ABV, 64 calories and 2.4 carbohydrates, Miller Extra Light is a guiltless pleasure for moments of relaxation.

BRAND FACTS

- MGD Light was launched in 2007 as “Miller Genuine Draft Light 64” as a low cal/low carb extension of the MGD franchise to capitalize on growing health and wellness trends, with a particular focus on females.
- In 2012, the brand was relaunched as “Miller 64” to differentiate from MGD and further lean into the growing super light segment that Ultra was leading.
- Building on the momentum of the growing “better for you” segment, Miller 64 refreshed its packaging in 2019 to better reflect modern wellness cues. It was rebranded as an extra light beer, differentiating it from other light beers.
- In 2024, Miller64 was repositioned with a NEW name (Miller Extra Light) and NEW design that drives home the key benefit—sessionability—along with the two main RTBs of low ABV and low calories to meet the growing consumer need.

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TASTING NOTES

Miller Extra Light

A low to moderate fruity aroma with a slight hoppy note. Tastes fruity with a rounded malt flavor and light body. Miller Extra Light has a low bitterness and a little aftertaste to finish

PRODUCT DETAILS Industry Standard Can Pack	
STYLE	American Light Lager
TARGET CONSUMER	Maintain: Age 55+, Middle Income, Skew White, Male Growth: Age 35-49, Multicultural, Dual Gender
MARKETS	National
NUTRITION PROFILE	64 calories /12oz, 2.4g carbs
ABV	2.8% / 12oz
OSKU	710661
PACKAGE DIMENSIONS/ WEIGHT	2.88 IN x 2.88 IN x 7.6 IN 1.66 LB
CASE DIMENSIONS / WEIGHT	11.66 IN x 7.71 IN x 8.71 IN; 19.94 LB
UNITS PER PALLET	98
LAYERS PER PALLET	7
UNITS PER LAYER	14
SHELF LIFE	18wk
PRICING GUIDANCE	At parity with Miller Lite
PLACEMENT	Adjacent to Miller Lite



Select Markets Only

A TARGETED SCR (TX, LA, MS) TEST TO MODERNIZE MILLER EXTRA LIGHT AND PROVE SCALABLE GROWTH

WHY THIS TEST

- Miller Extra Light is seeing momentum in the South, but there is an opportunity to accelerate growth by updating to a sleek can, taking Mich Ultra head on.
- The slim / sleek can test is built to evaluate whether a more modern format can strengthen shelf presence, improve shopper appeal, emphasize our better for you RTBs, and accelerate growth in certain markets.
- Texas is an established market, #3 in brand volume, while Louisiana and Mississippi have shown encouraging signs of growth vs YA, making them logical test markets before broader expansion.

WHAT'S BEING TESTED

- Markets: **Texas, Louisiana, Mississippi**
- Timing: **Retail start 3/1/27**
- Success Criteria: **Velocity and Distribution gains in comparison to other growth markets in the East acting as a control.**
- Format: **12oz sleek can package, 24pk & 12pk**

TEST SKUs

18 WEEK
SHELF LIFE



24pk Sleek
Cans



12pk Sleek
Cans

HOW TO SHOW UP IN RETAIL

- Place adjacent to Miller Lite to leverage Miller Family credibility
- Lead with sessionability, 64 calories and 2.8% ABV as the core RTBs.
- Use pricing, display and retailer execution to determine whether sleek cans can compete more effectively against Mich Ultra.

PRODUCT SPECIFICATIONS REMAIN CONSISTENT

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MILLER EXTRA LIGHT SLEEK CANS

SKUs

18 WEEK SHELF LIFE



24pk Sleek Cans



12pk Sleek Cans



Despite being an established market for the brand, **Texas is +4.3% in vol sales vs L13 YA**



+40.3%
in BBL sales in
the L13 vs YA



+105%
in BBL sales in
the L13 vs YA

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