



MICHELOB ULTRA PURE GOLD

Our consumers' understanding of an active lifestyle has progressed beyond simply counting carbs and calories. They are spending more time and money on their pursuit of a balanced life than ever before. As the fastest growing beer in the United States, Michelob ULTRA has been perfectly positioned to ride this wave.

Introducing Michelob ULTRA Pure Gold: The future of light beer. A great tasting golden lager, with lower calories than ULTRA, signature low carbs, and a clean, balanced finish. Pure Gold is brewed with organic rice and barley malt, elevating the quality of the beer while delivering a superior taste like nothing else in the market. Inside an elegant flint bottle and sustainably made packaging, Pure Gold is a superior choice to compliment a balanced, active lifestyle.

STR / PACKAGES

STR: 2/26/2018
Packs: 6-Pack, 12-pack; 12oz Bottles

MEDIA SUPPORT

Full national 360 plus additional brand integration with ULTRA base \$17 million dedicated spend

TARGET CONSUMER

Active, affluent consumers who enjoy all things related to nature, over-indexing with women

DISPLAY ADJACENCIES

Organic or Healthy Foods
Next to Mexican Imports
Near Organic Beers

RETAILER TARGET

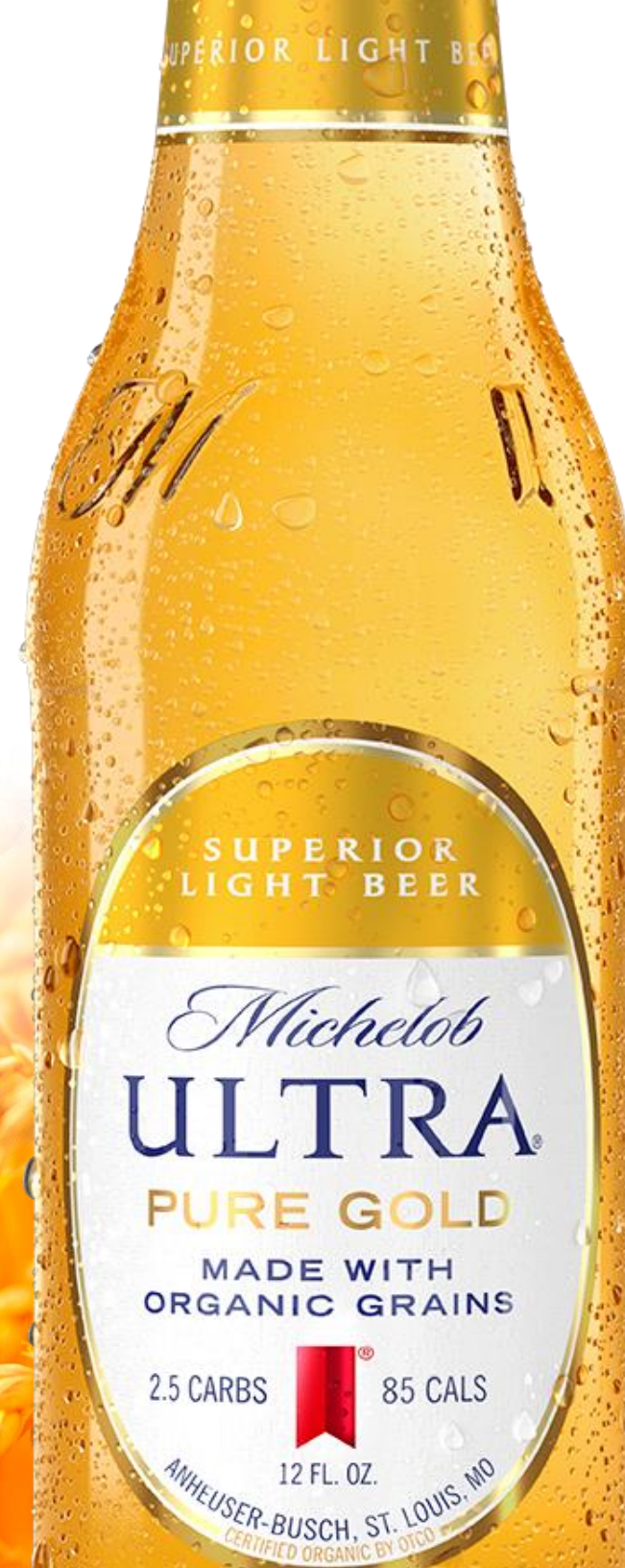
Premium accounts where consumers are purchasing organic and natural products.

PRICE RECOMMENDATION

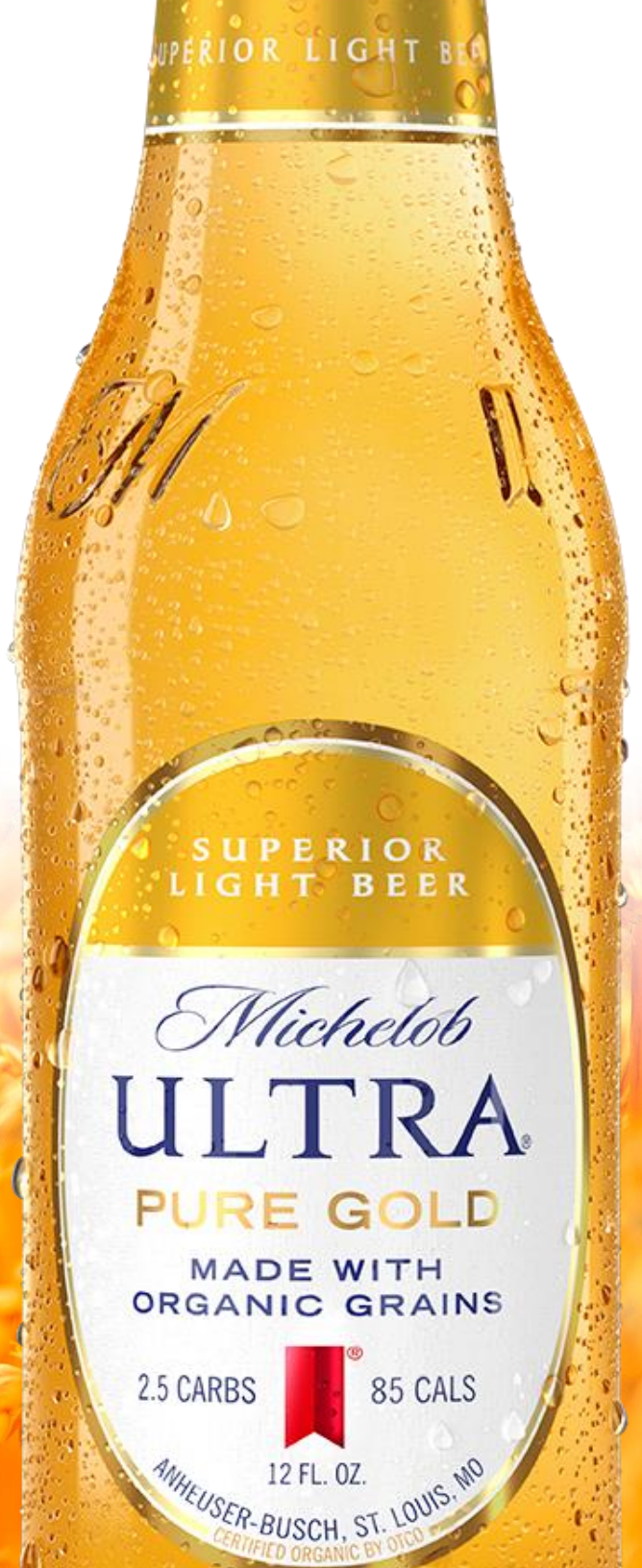
Recommend a 115 index to Michelob ULTRA (Parity to Mexican Imports while maintaining a premium to ULTRA)

SHELF PLACEMENT

Near Mexican Imports



M MICHELOB ULTRA PURE GOLD
 NATIONAL LAUNCH STR: 02/26/18



12oz bottle

0 18200 25904 3

6/12 bottle

0 18200 20082 3

12/12 bottle

0 18200 20083 0

24(2x12)/12 bottle

0 18200 28423 6

24(4x6)/12 bottle

0 18200 28424 3