

BUD LIGHT[®] PLATINUM SELTZER

Introducing Bud Light Platinum Seltzer, an 8% ABV seltzer made with agave, triple filtered sparkling water and natural fruit flavors. This premium seltzer is made for the night.

IGNITE JOB

Drive Trade Up

TARGET CONSUMER

LDA+, Multicultural

GROWTH DRIVER

Re(Defining) the mood

OCCASION

Party



STR

August 31st

Recommended Pricing

6pk – Line-priced to other AB seltzer 6 pks
16oz – Line-priced to Bud Light seltzer 16oz
25oz – Varies by region

Packs Available

6pk Variety (2x3 flavors)
16oz (Wild Berry only)
25oz (Wild Berry only)

Beer Style

Seltzer

Color

Clear

Ingredients

Pure cane sugar base, sparkling water, natural fruit flavor, sweetened with agave

ABV

8%

Calories

170

Flavor Profile

Light & refreshing with a balanced sweetness from the agave and a subtle alcohol bite without the burn.

Features

Matte Can, Matte secondary pack with embossments, Made with agave

REASONS TO BELIEVE

65% OF CONSUMERS FIND PLATINUM SELTZER UNIQUE/DIFFERENT FROM OTHER SELTZERS AVAILABLE*

Seen as different to other seltzers which are positioned for daytime/casual occasions at 5% ABV

*SOURCE: Bud Light Platinum Seltzer TURF, March 2020, MarketViewP4W Alcoholic Beverage Drinkers 21-49 Who Drank Premium Light Beer P3M and/or Hard Seltzer P6M

EXTREMELY HIGH PURCHASE INTENT (84%), PARTICULARLY FOR MULTICULTURAL BEER & SELTZER DRINKERS*

Purchase intent with Af-Am = 90%*
Purchase intent with Hispanics = 84%*

BUILDS ON BL PLATINUM MOMENTUM (+10.7% YTD) AND EQUITY IN 'PREMIUM' & 'NIGHTTIME'**

Bud Light Platinum is growing since relaunching in Fall last year**

**SOURCE: IRI MULC YTD Apr 2020

MARKETING SUPPORT

REACH DRIVING MEDIA (VIDEO CONTENT & OOH)

TRIAL DRIVING INITIATIVES (INFLUENCERS, E-COMM)

BUNDLE WITH BL PLATINUM BEER MARKETING & INTEGRATED INTO THE FALL NFL PROGRAM

BUD LIGHT[®] PLATINUM SELTZER

Retail execution

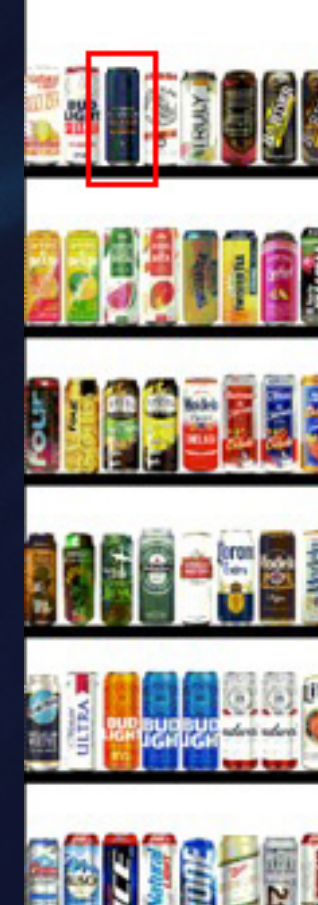
SALES PROJECTION

209K bbls

MARKETS

Total U.S.

POCM to support Bud Light Seltzer Platinum will be available in the T3 LOW window



BUD LIGHT[®] PLATINUM SELTZER

UPCs

SALES PROJECTION

209K bbls

MARKETS

Total U.S.

Blood Orange

12 oz Unit



Citrus

12 oz Unit



Wild Berry

12 oz Unit



16 oz Unit



25 oz Unit



Variety Pack

6 x 12oz Carrier

