



IGNITE JOB Invite New Drinkers In		TARGET CONSUMER		
MACRO TRENDS Flavor Variety Value Equation		GENDER Coed	AGE LDA-44	ETHNICITY Caucasian

REASONS TO BELIEVE		
BUSCH LIGHT APPLE OVER INDEXES (139 INDEX) WITH 21-34 SHOPPERS, WHO MAKE UP ¼ OF TOTAL APPLE SHOPPERS	THE LAST TIME BUSCH LIGHT APPLE WAS IN MARKET, IN 2022, IT HAD THE #1 HIGHEST RATE OF SALE IN FRUIT FLAVORED BEER	OVER THE PAST 6 MONTHS ON OUR BUSCH LIGHT INSTAGRAM HANDLE, 1/3 OF THE CONVERSATION IS CONSUMERS ASKING FOR BUSCH LIGHT APPLE
<i>Source: Numerator Shopper Profile FY2022</i>	<i>Source: Circana TUS MULC FY 2022 (Top 100 Fruit Beers)</i>	<i>Source: Brand Watch 1/1/24-6/30/24 (excluding giveaways)</i>

TRADE & MARKETING SUPPORT		
TVC & Digital		POCM, SMTs     

Alcohol Style	Color
Flavored Lager	Straw

Packages	ABV
30pk, 24pk, 12pk, 6pk, 16oz, 25oz	4.1%

Flavor Profile	A crisp, refreshing apple flavored lager with a touch of sweet on the frontend and a clean beer finish on the back.
Features & Benefits	Everyone's favorite crisp apple lager is <i>finally</i> back again! Available for a limited-time only, Busch Light Apple will hit shelves this summer just in time for Memorial Day



12oz can



25oz can

STR	Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
STR: 5/19- 7/30 LOW: 1/27-2/15	Core	18200001598	18200287541	12/12oz can	All	TUS
		1820000159	18200287527	24/12oz can	All	
		18200001598	18200287534	30/12oz can	All	
		18200262944	1820029017	15/25oz can	On Premise Small Format	
		018200287558	018200261206	24/16oz can 4/6	On Premise Small Format	

ITEM	PRICE TO RETAILER	PTC %	PTC %	PTC %