

FIFA WORLD CUP 7-ELEVEN PLAN



Michelob
ULTRA®



OFFICIAL BEER SPONSOR OF
THE FIFA WORLD CUP 2026™



WORLD CUP OVERVIEW

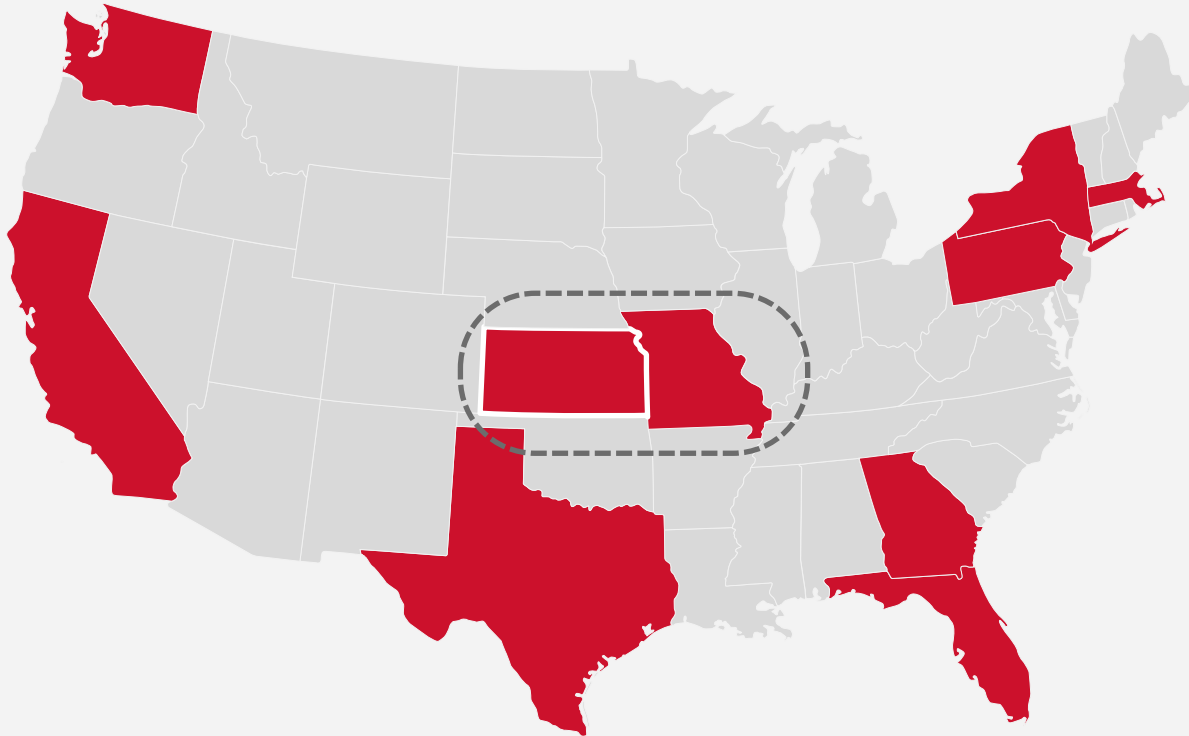




THE OPPORTUNITY



7-ELEVEN IS SETUP TO WIN: 30% OF STORES IN HOST MARKETS



**LOS ANGELES
NEW YORK
DALLAS
SAN FRANCISCO
MIAMI
HOUSTON**

**PHILADELPHIA
SEATTLE
KANSAS CITY (KS/MO)
ATLANTA
BOSTON**

World Cup bases for each team: Training camp locations

Alexandria, Virginia: Croatia

Austin, Texas: Saudi Arabia

Boca Raton, Florida: Curacao

Boston, Massachusetts: France

Charlotte, North Carolina: Scotland

Chattanooga, Tennessee: Spain

Chester, Pennsylvania: Ivory Coast

Columbus, Ohio: Ecuador

Greensboro, North Carolina: Norway

Kansas City, Kansas/Missouri: Argentina, England, Netherlands

Morristown, New Jersey: Brazil

Nashville, Tennessee: Japan

Oakland, California: Australia

Santa Barbara, California: Austria, Qatar

San Diego, California: Switzerland, New Zealand

Winston-Salem, North Carolina: Germany

While you cannot usually watch the practices themselves, the presence of teams in these base cities is expected to bring many fans and local activities.  YouTube

WORLD CUP PACKAGING

The image displays various Michelob Ultra packaging for the 2014 FIFA World Cup. The top section features can and 12-pack designs for April-May and June-July. The bottom left shows glass bottles for April-July. The bottom right shows a promotional graphic with a stack of 12-packs and a poster of Lionel Messi.

APRIL - MAY

JUNE - JULY

**ALL GLASS PACKAGES
APRIL - JULY**

**12PK 16OZ BTL
APRIL - JULY**

WE'RE GIVING AWAY \$1,000,000+ TO THE FIFTH FIFTEEN AND BEER

US

Michelob ULTRA

LIONEL MESSI

ULTRA

55 BACK

\$20.99





Michelob Ultra | 2026 World Cup Activation



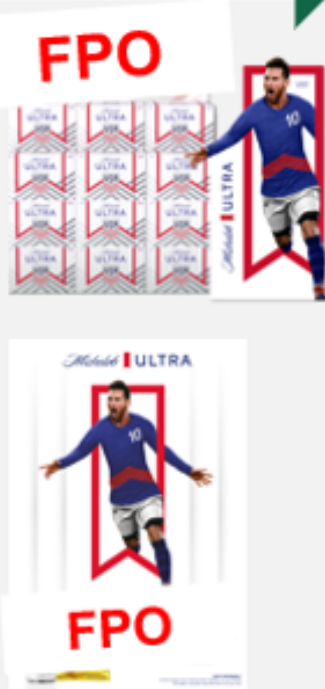
ANHEUSER BUSCH COMMITMENTS

7NOW SUPPORT

DRIVE TO STORE



IN-STORE



eCOMMERCE

BYBE

- POB & XM Rebates in-app

PASS-THRU ASSETS

- Deliver banners, tiles, etc. with Messi, FIFA logo/ trophy, Lays, etc. to leverage across site

- **Michelob ULTRA x FIFA World Cup 7NOW-dedicated brand page**

- AB to provide creative assets
- AB to drive digital media to page

- **Sweeps Deal Tile**

- AB to own sweeps
- AB to provide creative assets

- **Cross Merch Inclusion (ULTRA x Lays)**

- Homepage carousel
- Deal tile

TIMEFRAME: P3 4/29 – 6/23

Various Display Sizes





STELLA ARTOIS | 2026 World Cup Activation



Why Stella & World Cup?

GLOBAL
BRAND

9th MOST
VALUABLE
BRAND

PREMIUM
CONSUMERS

7/10 BEERS
CONSUMED BY
WORLD CUP
FANS
ARE PREMIUM

GLOBAL
ICON

BECKHAM
REMAINS A TOP
GLOBAL
FASHION AND
SOCCER ICON

NATIONAL MEDIA National TV Campaign Throughout World Cup

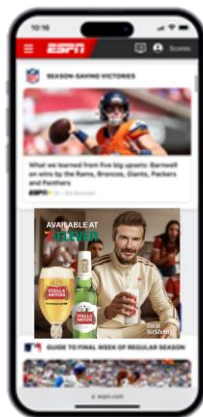
LTO Packaging

STR: 3/2/26 – 7/19/26

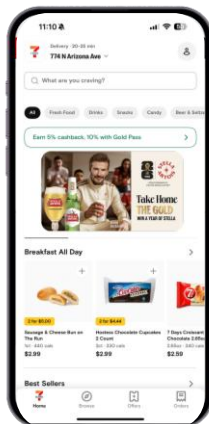


Full conversion on 12pk Bottles & cans, 25oz, & 16oz

Offsite Media



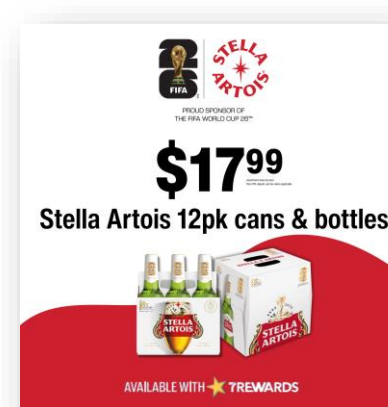
In-App



Sweeps



Rewards Offers



In-Store Merchandising

End-Cap & Suction Cup



FIFA WORLD CUP ULTRA ACTIVATIONS – Vary by store based on Tier & proximity to World Cup Stadiums + Fan Zones

TIER 2

