

Michelob ULTRA[®] ORGANIC SELTZER

INTRODUCING: MICHELOB ULTRA ORGANIC SELTZER CLASSIC COLLECTION

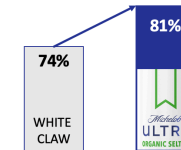
0 | **90** | **2**
ADDED SUGAR | CALS | CARBS



REASONS TO BELIEVE

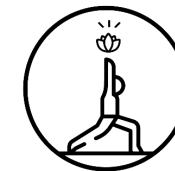


MASSIVE MEDIA INVESTMENT



PREMIUM

DESIGN TESTED PREMIUM AND FLAVOR CUES COMPARED TO LEADING SELTZER BRAND



MICHELOB ULTRA FAMILY #1 IN BALANCED CHOICE, SUCCESSFUL HEALTH & WELLNESS POSITIONING

CLASSIC COLLECTION VARIETY PACK

STR: 3/1/2021

SKUS AVAILABLE:

12PK CAN, 24PK CAN, 25OZ CAN, 16oz CAN

4% ALC/VOL

UNIQUE FLAVOR COMBINATIONS

MIXED BERRY, MANGO APRICOT
& CITRUS

MADE WITH REAL FRUIT

PLACEMENT RECOMMENDATION



Place Away From ULTRA Beer Family And Adjacent To Competitive Seltzers (Applies to LF & SF For All SKU's)

MICHELOB ULTRA ORGANIC SELTZER CLASSIC COLLECTION UPC INFORMATION (3/1/2021 STR)

Classic Collection
12oz 12pk Can
Variety

Mixed Berry 25oz
Can

Mixed Berry 16oz
Can

PACKAGE	CASE CODE	CARRIER CODE	UNIT CODE
24/12 AL SLEEK CAN 2/12	 0 18200 28809 8	 0 18200 20266 7	
UPC	018200288098	018200202667	-
GTIN	00018200288098	00018200202667	-
15/25 AL CAN SRINK	 0 18200 28812 8		 0 18200 26154 1
UPC	018200288128	-	018200261541
GTIN	00018200288128	-	00018200261541
24/16 AL CAN 6/4 SP TRAY	 0 18200 28901 9		 0 18200 26215 9
UPC	018200289019	-	018200262159
GTIN	00018200289019	-	00018200262159