

MICHELOB ULTRA PURE GOLD

NATIONAL LAUNCH 25oz Cans



Michelob ULTRA Pure Gold is the future of light beer. An Organic Light Lager, with lower calories than ULTRA, signature low carbs, and a clean balanced finish. It's the superior choice to complement a balanced, active lifestyle.

INTRODUCING 25oz SINGLE SERVE CANS FOR NATIONAL DISTRIBUTION

We are excited to announce that on June 15th, 2020, Michelob ULTRA Pure Gold 15 x 25oz cans will be available for sales to retailers nationally.

WHY ORGANIC?



71%

Of shoppers make decisions based on nutrition and ingredient labels**



40%

Of shoppers say some or most of the food they eat is organic**

**Source: Pew Research Center: Americans' views about and consumption of organic foods. Dec 2016



STR:
June 15th, 2020

SKUS/PACK TYPES:
15x25oz Can

**PRICING
RECOMMENDATION:**
Price Aligned To Premium
Mexican Imports

TARGET CONSUMER:
30+, affluent co-ed
consumers who look for
organic options. Focus on C-
store & Venues.

ENJOY RESPONSIBLY

©2020 Anheuser-Busch, Michelob ULTRA® Pure Gold Light Beer, St. Louis, MO

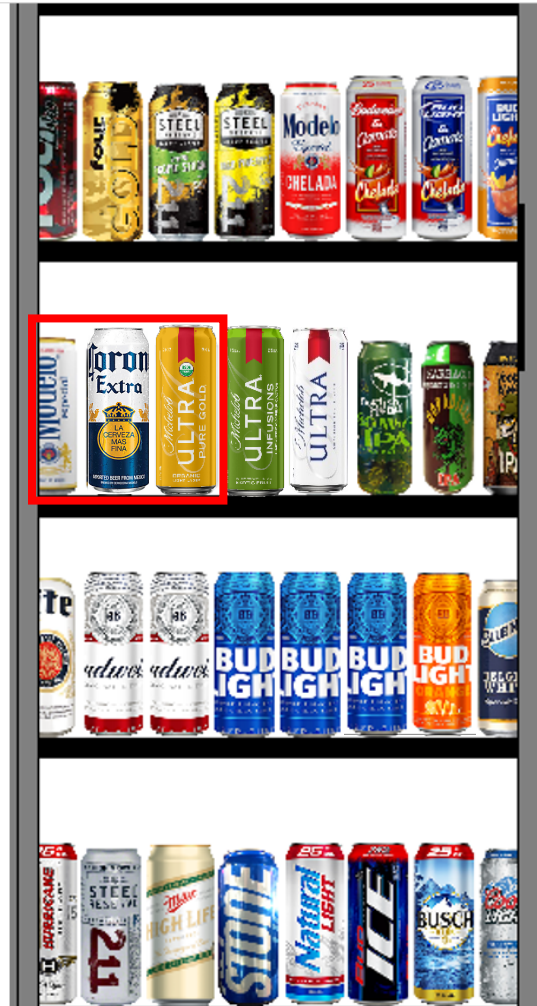
Note: The alcohol beverage laws of the various states vary with regard to the merchandising and promotion of beer. Please be guided accordingly.

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SHELF PLACEMENT



- Adjacent To Premium Mexican Imports

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UPC INFORMATION

CASE CODE		
	0 18200 28740 4	
UPC	018200287404	
GTIN	00018200287404	

UNIT CODE		
	0 18200 26110 7	
UPC	018200261107	
GTIN	00018200261107	

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