



MD 2020 SPIKED PUNCH

Introducing MD 20/20 Spiked Punch, a line of 12% ABV 16oz malt beverages that is packed with the sweet kick of fruit flavor consumers expect from MD 20/20. This line of beverages was created for consumers seeking MD 20/20's distinct full flavor at an affordable price point and are perfect for sharing.

IGNITE JOB Recruit In	TARGET CONSUMER Core: Co-ed, LDA-27 Halo: Older Millennial, Gen X
GROWTH DRIVER Savor the Flavor	OCCASION Social

Beer Style	Color	Ingredients	ABV	Calories
FMB	Vibrant Orange, Blue, Yellow	MB80 Base	12%	Tangy Orange & Sweet Blue Raspberry: 388 Island Pineapple: 413
Flavor Profile	Bold, sweet, fruit-forward punch of flavor			
Features	Partnership with The Wine Group			



REASONS TO BELIEVE

Addresses consumer need for those that want something extra flavorful for the social occasion

Leverages MD 20/20 Brand equity (+13.8% growth vs. 2019 and strong consumer demo overlap with high alc FMB drinkers)

Concept outperformed competitive benchmark Steel Reserve in concept testing

*Source: Nielsen Latest 52 weeks ending 10/31/20

Source: Qualtrics Concept Testing, July 2020, n=600

MARKETING SUPPORT

Below the line concentration with focus on SMTs and POCM
Digital support via MD 20/20 mother brand handles

STR

3/1/21

Recommended Pricing

Line priced with market competitor

Packs Available

16oz Singles



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Savor the Flavor

OCCASION

Social



POCM



2021 Anheuser-Busch., MD 20/20® Spiked Punch, Island Pineapple, Flavored Malt Beverage (Flavored Alo in TX), St. Louis, MO

2021 Anheuser-Busch., MD 20/20® Spiked Punch, Sweet Blue Raspberry, Flavored Malt Beverage (Flavored Alo in TX), St. Louis, MO

2021 Anheuser-Busch., MD 20/20® Spiked Punch, Tangy Orange, Flavored Malt Beverage (Flavored Alo in TX), St. Louis, MO

2021 Anheuser-Busch., MD 20/20® Spiked Punch, Tangy Orange, Sweet Blue Raspberry, and Island Pineapple, Flavored Malt Beverage (Flavored Alo in TX), St. Louis, MO

Enjoy Responsibly. The alcohol beverage laws of individual states vary regarding the merchandising and promotion of beers. You should be guided accordingly.



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GROWTH DRIVER

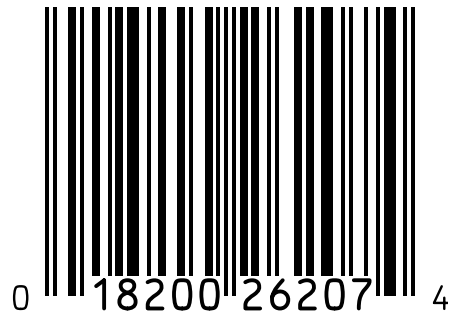
Savor the Flavor

OCCASION

Social

UPCs

Island Pineapple 16oz Can



Sweet Blue Raspberry 16oz Can



Tangy Orange 16oz Can





December 7th, 2020

To: All Anheuser-Busch Wholesalers and Region Sales Personnel

Re: MD 20/20 Spiked Punch Launch

Wholesaler Partners,

To continue Leading Future Growth in the Beyond Beer space, AB has partnered with The Wine Group, to launch MD 20/20 Spiked Punch. MD 20/20 Spiked Punch is a line of 12% ABV 16 Fl. Oz. malt beverages that are each packed with the sweet kick of fruit flavors consumers expect from MD 20/20. This line of beverages was created for consumers seeking MD 20/20's distinct full flavor at an affordable price point, and they are perfect for sharing! MD 20/20 Spiked Punch is a flavored malt beverage and should be shelved with other FMB products.

This product leverages MD 20/20's strong brand equity, flavor association, and performance of **+13.8% growth vs. 2019¹**. Our goal is to reach the high ABV FMB consumer and win our fair share in the C-store. MD 20/20 Spiked Punch outperformed benchmark Steel Reserve in concept testing².

MD 20/20 Spiked Punch is available in three bold, juicy flavors - Tangy Orange, Sweet Blue Raspberry, Island Pineapple – and will launch nationwide in March 2021 in C-stores. To support this effort, POCM and SMTs are available via the T1 Trade LOW window. We will also be supporting on organic social media via MD 20/20's mother brand channels.



Details

Product Description	Product: MD 20/20 Spiked Punch
	Flavors: Tangy Orange, Sweet Blue Raspberry, Island Pineapple
Packaging	16 Fl. Oz. Cans
Recommended Pricing	Line Priced to Market Leader
Recommended Shelf Placement	Adjacent to high ABV competitors such as Four Loko, Clubtails, Steel Reserve

¹ Nielsen Latest 52 weeks ending 10/31/20

² Qualtrics Concept Testing, July 2020, n=600

STR & Availability	3/1/21 Nationally, C-store only
Forecast	12/21/20
PDCNs & UPCs	In Table A below

Thank you for your continued support!



Svetlana Buchanan
VP, Beyond Beer Brands



Jake Kirsch
VP, Innovation



Sanjiv Chhatwal
VP, Beyond Beer Sales

CC: M. Doukeris, M. Marcondes, B. Whitworth, S. Poon, A. Yu, L. Lam, A. Wentworth

Table A:

PDCN	Brand Code	Brand Name	Container Description	Case UPC	Unit UPC
11NT-D43	MD1	MD 20/20 SPIKED PUNCH ISLAND PINEAPPLE	24/16 AL CAN 4/6 SP TRAY	18200288920	18200262074
11NV-D43	MD2	MD 20/20 SPIKED PUNCH TANGY ORANGE	24/16 AL CAN 4/6 SP TRAY	18200288937	18200262081
11OO-D43	MD3	MD 20/20 SPIKED PUNCH SWEET BLUE RASPBERRY	24/16 AL CAN 4/6 SP TRAY	18200288944	18200262098