

Yuengling® **SMALL FORMAT PACKAGE PRIORITIES**

**EXECUTE TRIPLE A STRATEGY TO DRIVE
SHARE GAINS IN SMALL FORMAT STORES**

BRAND PRIORITIES

1. LAGER
2. GOLDEN PILSNER

OPPORTUNITY PACKAGE PRIORITIES

1. 16 OZ. CANS
2. 12 PACK CANS
3. 24 OZ. CANS

OPPORTUNITY CLASS OF TRADE

1. CONVENIENCE: INDEPENDENT & CHAIN

AVIABILITY, ASSORTMENT, ACTIVITY

ELITE 8

1. Lager 12 pack bottle



2. Lager 12 pack can



3. Lager 6 pack 16 oz. can



4. Golden Pilsner 16 oz. can



5. Lager 24 oz. can



6. Golden Pilsner 24 oz. can



7. Lager 6 pack bottle



8. Light Lager 12 pack can

