



# STELLA ARTOIS

*A beautifully balanced premium lager with a flavorful taste and soft finished meant to be savored*

## CONSUMERS



25-34 y/o  
35-54 y/o

## MOTIVATIONS

Reward  
Self Expression

## ATTRIBUTES

Quality  
Brand Meaning



## High End Beer segment is seeing growth

+0.7% YTD, outperforming Total Beer

## Stella is leading High End growth

Stella is leading High-End growth, up +3.5% YTD, as the #1 'high quality' brand in the segment, a key driver of the premium category

## Expanding drinking occasions through Meals

Stella is expanding drinking occasions through their meal strategy  
40% of Stella volume is sourced from celebratory and social meals, 117 index

STR  
In Market

### Packs Available:

Cans: 25oz single, 4pk 16oz, 6pk 12oz,  
12pk 12oz, 24pk 12oz

Bottles: 22.4oz single, 6pk 11.2oz,  
12pk 11.2oz, 18pk 11.2oz 24pk 11.2oz

Geo Availability:  
National

Channel Focus:  
Small, Large, On-Premise

Pricing:  
Super Premium

ABV:  
5.0%

Flavor(s):  
Premium Lager

# Package Configuration and UPCs

STELLA ARTOIS

|              |                                                                                                        |                                                                                                        |                                                                                                          |                                                                                                          |                                                                                                          |                                                                                                          |
|--------------|--------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
|              |                       |                       |                       |                       |                       |                       |
| PDCN         | 11HLAR6                                                                                                | 11HLAR2                                                                                                | 11HLAR8                                                                                                  | 11HLAR9                                                                                                  | 11HLAR3                                                                                                  | 11HLAR7                                                                                                  |
| PACKAGE      | 24/11.2oz<br>4/6pk BTL                                                                                 | 24/11.2oz<br>2/12pk BTL                                                                                | 18/11.2oz<br>18pk BTL                                                                                    | 24/11.2oz<br>24pk BTL                                                                                    | 12/22.4oz<br>12pk BTL                                                                                    | 24/7oz<br>4/6pk BTL                                                                                      |
| CASE CODE    | <br>7 86150 00002 1   | <br>7 86150 00015 1   | <br>7 86150 00149 3   | <br>7 86150 00038 0   | <br>7 86150 00056 4   | <br>7 86150 00221 6   |
|              | 78615000021                                                                                            | 786150000151                                                                                           | 786150001493                                                                                             | 786150000380                                                                                             | 786150000564                                                                                             | 786150002216                                                                                             |
| CARRIER CODE | <br>7 86150 00001 4  | <br>7 86150 00014 4  |                                                                                                          |                                                                                                          |                                                                                                          | <br>7 86150 00222 3  |
|              | 786150000014                                                                                           | 786150000144                                                                                           |                                                                                                          |                                                                                                          |                                                                                                          | 786150002223                                                                                             |
| UNIT CODE    | <br>7 86150 00005 2 | <br>7 86150 00005 2 | <br>7 86150 00005 2 | <br>7 86150 00005 2 | <br>7 86150 00057 1 | <br>7 86150 00223 0 |
|              | 786150000052                                                                                           | 786150000052                                                                                           | 786150000052                                                                                             | 786150000052                                                                                             | 786150000571                                                                                             | 786150002230                                                                                             |

# Package Configuration and UPCs

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|              |                                                                                     |                                                                                     |                                                                                      |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
|--------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|              |    |    |    |    |    |    |    |
| PDCN         | 11HLLR4                                                                             | 11HLLK6                                                                             | 11HL352                                                                              | 11HLLK8                                                                               | 11HL043                                                                               | 11HL251                                                                               | 11HLRP2                                                                               |
| PACKAGE      | 24/12oz sleek<br>4/6pk CN                                                           | 24/12oz sleek<br>2/12pk CN                                                          | 20/12oz sleek<br>20pk CN                                                             | 24/12oz sleek<br>24pk CN                                                              | 24/16oz<br>4/6pk CN                                                                   | 15/25oz<br>15pk CN                                                                    | 15/25oz<br>5/3pk CN                                                                   |
| CASE CODE    |    |    |    |    |    |    |    |
|              | 018200287725                                                                        | 018200287565                                                                        | 18200289538                                                                          | 018200289057                                                                          | 018200287572                                                                          | 018200287596                                                                          | 18200286520                                                                           |
| CARRIER CODE |   |   |                                                                                      |                                                                                       |                                                                                       |                                                                                       |   |
|              | 018200202520                                                                        | 018200202490                                                                        |                                                                                      |                                                                                       |                                                                                       |                                                                                       | 18200203022                                                                           |
| UNIT CODE    |  |  |  |  |  |  |  |
|              | 018200261213                                                                        | 018200261213                                                                        | 18200262494                                                                          | 018200261213                                                                          | 018200261220                                                                          | 018200261244                                                                          | 18200261244                                                                           |