



Stella Artois Liberté 0.0%

Over 600 years of Belgian brewing heritage, brought to life in a beautifully balanced alcohol free premium malt beverage. With a flavorful taste and a clean finish, Stella Artois Liberté is meant to be savored.

IGNITE JOB Expand Consumption	TARGET CONSUMER Retain Target: 35-55 yo, Mid-High Income; Other Import Beer Buyers
GROWTH DRIVER Meaningful Premium	OCCASION Meals - Celebratory & Social



Beer Style	Color	Ingredients	ABV	Calories
Alcohol Free Lager	Golden	Water, Barley Malt, Cane Sugar, Natural Flavors, Hops	0.0%	59
Flavor Profile	Full-flavored premium alcohol-free lager with a well-balanced malty sweetness, crisp hop bitterness, and clean, refreshing finish.			

REASONS TO BELIEVE

NAB Category grew +8.5% volume sales in last year (IRI 2022)

The NA category over-indexes vs beer in more active occasions such as attending live sports & music (129) and outdoor rec (162) where cans are the predominate package.

Super Premium Non-Alc brands increased 83% in the past year (IRI 2022)

The Stella Artois family has superior brand health, 93% brand awareness, and voted the #1 High Quality Brand by consumers

Recommended Pricing

In line with Mother Brand

Packs Available

12pk Can (National)

MARKETING SUPPORT

Premium trade assets, paid digital, OOH and social and influencer support

12oz Can Single



12x12oz Carrier



2x12x12oz Case

