



Michelob ULTRA Zero

Introducing Michelob ULTRA Zero – a refreshing alcohol-free brew with **29 Calories** and **6.5 Carbs**

IGNITE JOB Trade Up	TARGET CONSUMER 35+ Co-ed, Caucasian & Hispanic
GROWTH DRIVER Meaningfully Premium	OCCASION Non-drinking occasions and supplemental to existing drinking occasions

Beer Style	Color	Ingredients	Shelf Life	ABV	Calories
0.0% ABV Light Lager	Light Amber	Barley, Hops, Rice, Water, Natural Flavor	180 days	0.0%	29
Flavor Profile	A light 0.0% ABV light lager with a subtle citrus aroma and a refreshingly crisp finish				
Features	An easy-drinking zero-alcohol light lager, with the great taste of Michelob ULTRA that consumers love...and with roughly half the calories and carbs of most leading Non-Alcoholic Beers				



STR	12/30/2024 (12pk 12oz Can) 3/10/2025 (6pk 12oz Bottle)
Recommended Pricing	Core +
Pack Launch Strategy	12/30/24: 12pk Can STR via LOW (9/23-10/18) 3/10/25: 12pk Can converts to Forecast 6pk Bottle STR via Forecast

REASONS TO BELIEVE

Non-Alcoholic Beer is the fastest growing segment in Beer (+28% CAGR), and premiumizing faster than beer overall.

Michelob ULTRA is the #3 Brand in Beer, with a five-year CAGR of 7.19% - growing 41% in volume over the past five years.

Michelob ULTRA Zero will offer consumers superior stats (29 Cals / 6.3g Carbs) and build upon Michelob ULTRA’s equity in Active Lifestyle and Health & Wellness

SOURCE: Total US – MULO WE 12/31/2023 (Dollar Share), HERO Analytics thru 2023

SOURCE: Circana Non-Alc WAMP through Dec 2023

MARKETING SUPPORT

MEDIA & TRADE SUPPORT: CREATIVE COHESION



INTEGRATION INTO OUR EXCITING BRAND MEGA-PLATFORMS

This is a big bet for Michelob ULTRA! Expect to see Michelob ULTRA Zero seamlessly integrated into our industry-leading Brand programming across Golf, Soccer, Active Living, and MORE.

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Trade Up

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OCCASION

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UPCs

12pk Can



12pk Can Case
018200292378



12pk Can Carrier
018200204241



12pk Can Unit
018200002373



6pk Bottle



6pk Bottle Case
018200292842



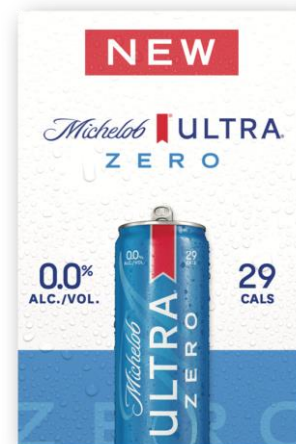
6pk Bottle Carrier
018200204456



6pk Bottle Unit
018200264559



TRADE ASSETS



OFF-PREMISE SHELF RECO

