



BRIAN PERKINS

Vice President, Budweiser

Budweiser Is The Most Valuable Beverage Alcohol Brand In The World

Interbrand
#1 in
**BEER &
ALCHOHOL**



GLOBAL BRAND
VALUE



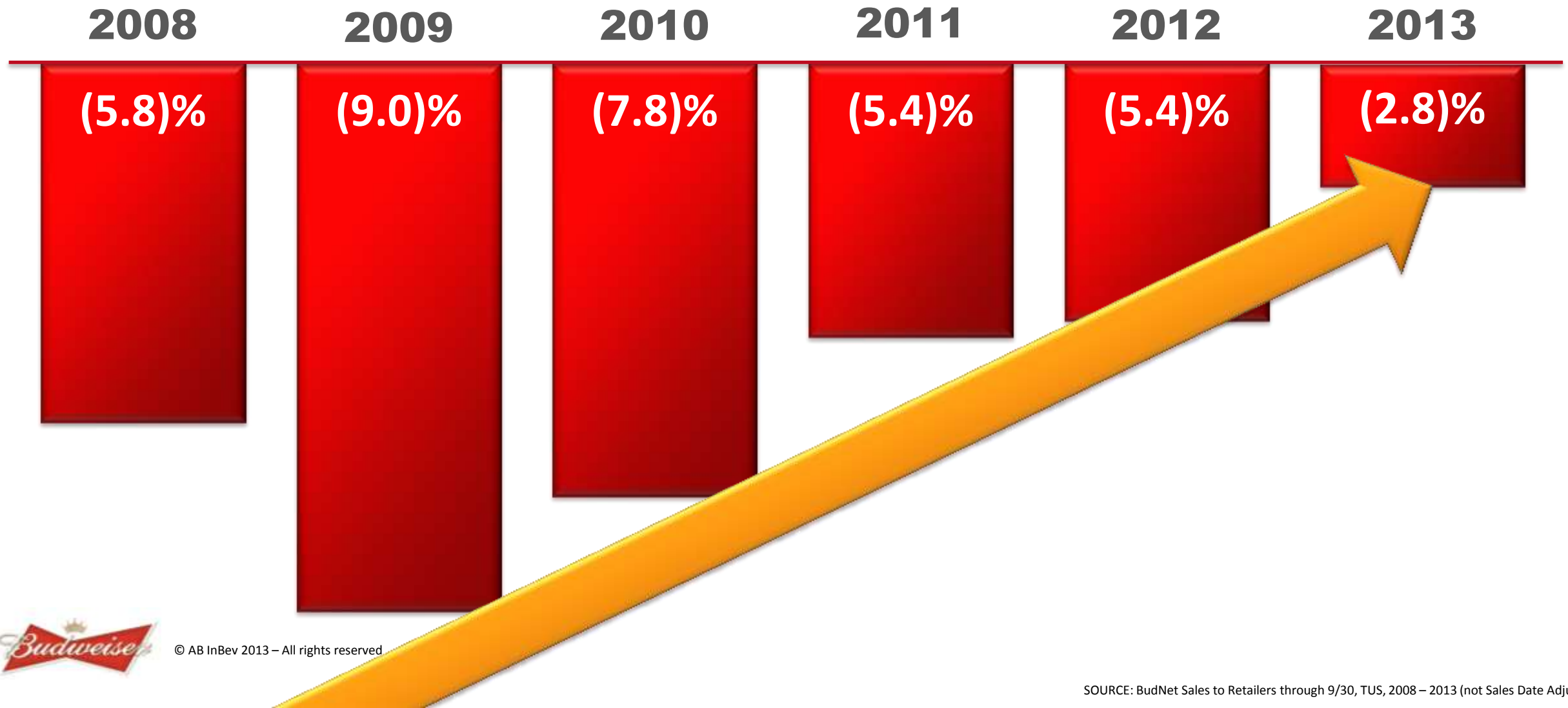
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SOURCE: 2013 Interbrand Best Global Brand Ranking



In 2009 We Committed To Stabilizing Budweiser – STABILIZATION IS WORKING

Sales to Retailers YOY

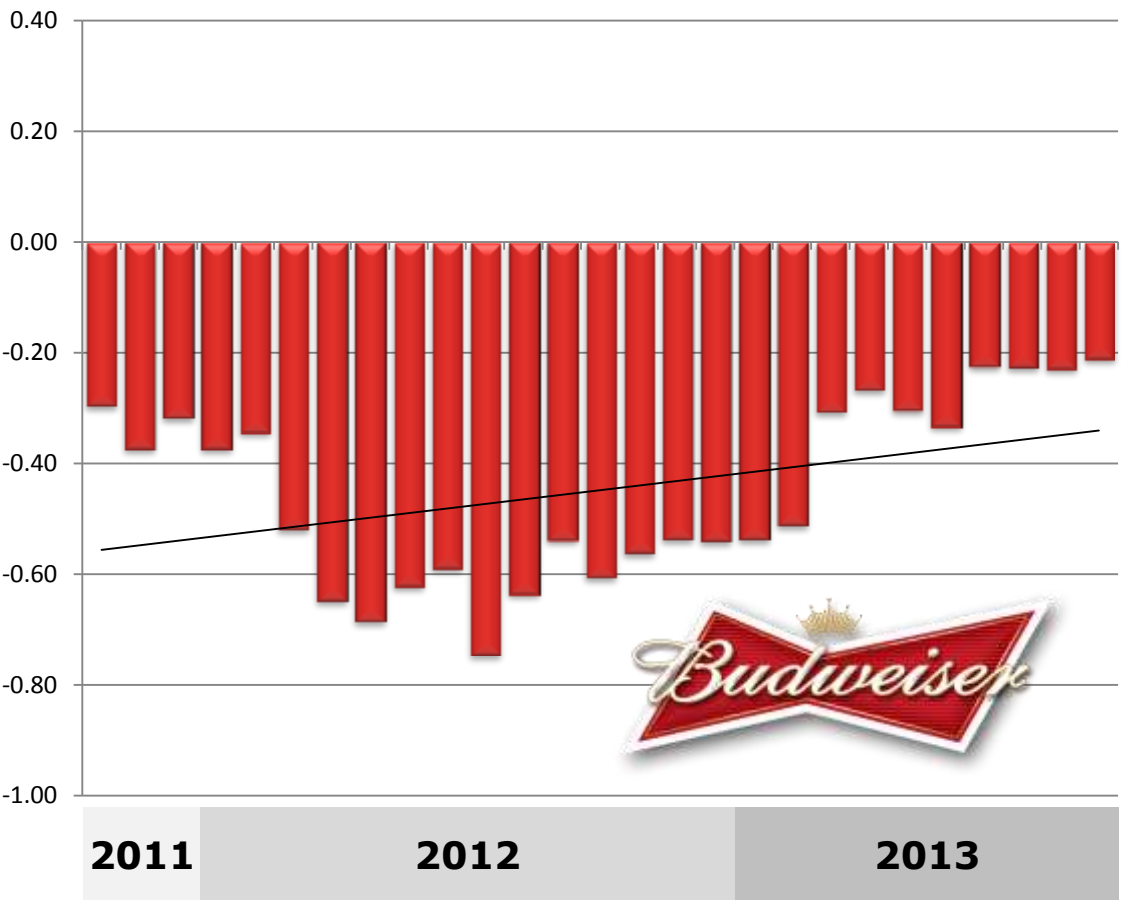


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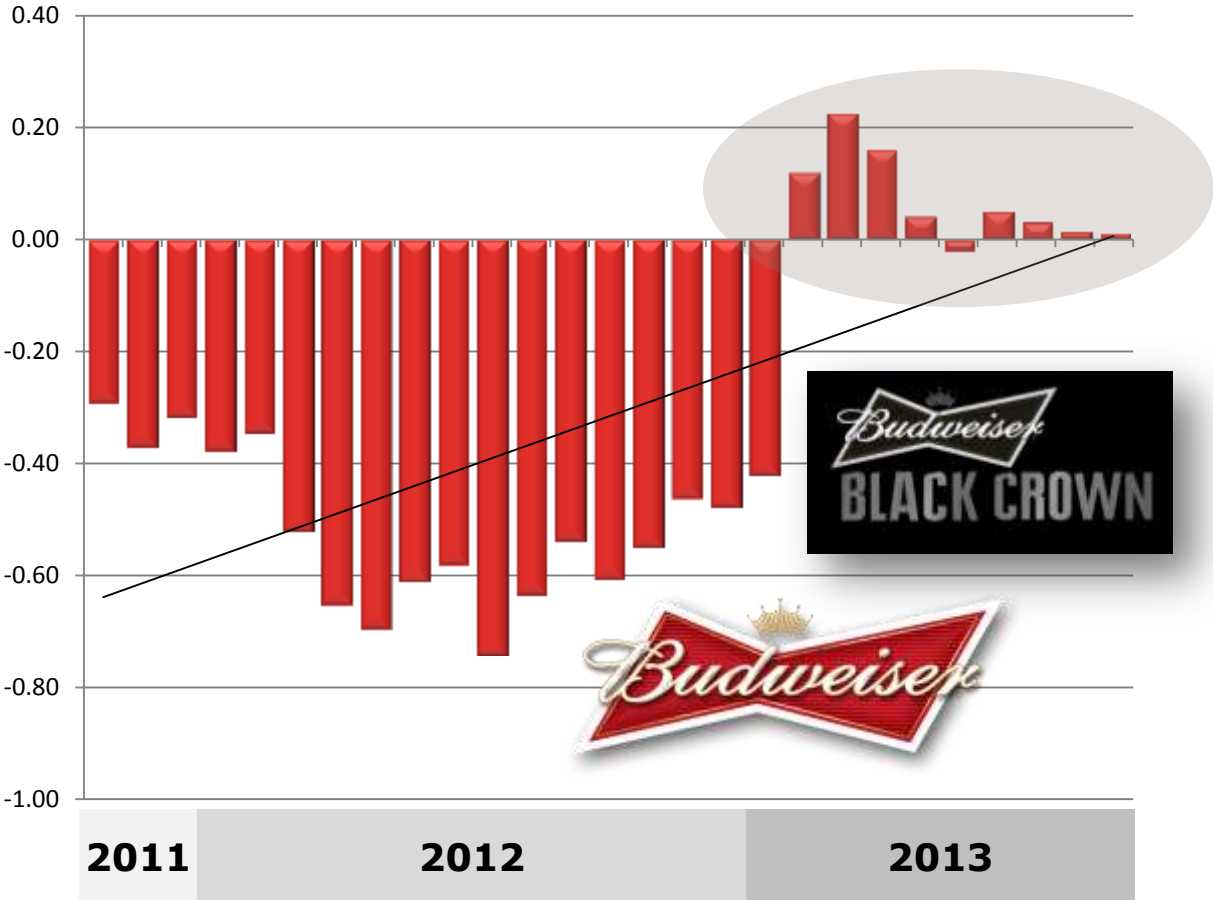
SOURCE: BudNet Sales to Retailers through 9/30, TUS, 2008 – 2013 (not Sales Date Adjusted)

Budweiser Mega showing share improvement over past 6 months

Budweiser Share of Beer (vs YA)



Budweiser Mega Share of Beer (vs YA)

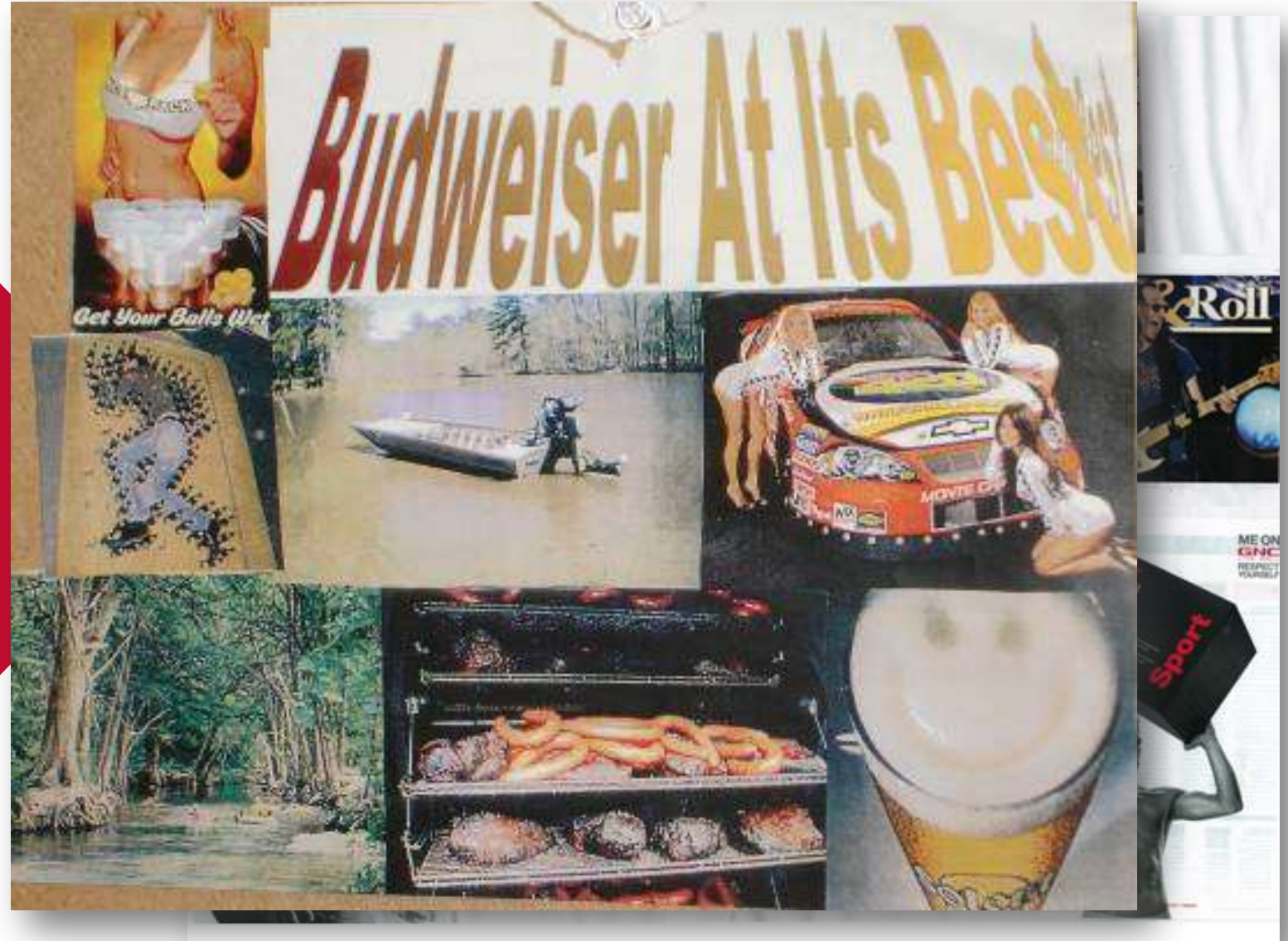


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Source: IRI MULC, Share Total Beer, 4WE vs YA

Budweiser Brand Health Has Demonstrably Improved Since 2010

2010 Budweiser
Consumer Collages
Qualitative Research Study



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Budweiser Brand Health Has Demonstrably Improved Since 2010

**Well
Groomed**

**Hard
Working**

Proud

Authentic



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Budweiser Has Two Distinct Drinker Audiences

35+ TRADITIONALISTS



MILLENNIALS **21-27**



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We Are Investing In Big Programs To Protect Our Traditional, Loyal Drinkers



We Are Investing In Big Programs To Protect Our Traditional, Loyal Drinkers



Major League Baseball Is Our Big Bet Sports Property



Baseball viewership over indexes with

**Adult 35+
Beer Drinkers**



© AB InBev 2013 – All rights reserved. SOURCE: MRI Double Base 2012

23 Team sponsorships allow us to own every consumer touch-point



Large retail activation drives incremental display opportunities



We Are Investing In Big Programs To Protect Our Traditional, Loyal Drinkers



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NASCAR Is Very Geographically Relevant & Fans Are Loyal to Budweiser

75M
FANS



NASCAR®



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SOURCE: NASCAR Internal Reporting

NASCAR engagement driven by digital content & very targeted



We Are Investing In Big Programs To Protect Our Traditional, Loyal Drinkers



Red, White and Blue Connects with our Military Better World Partner: FOLDS OF HONOR

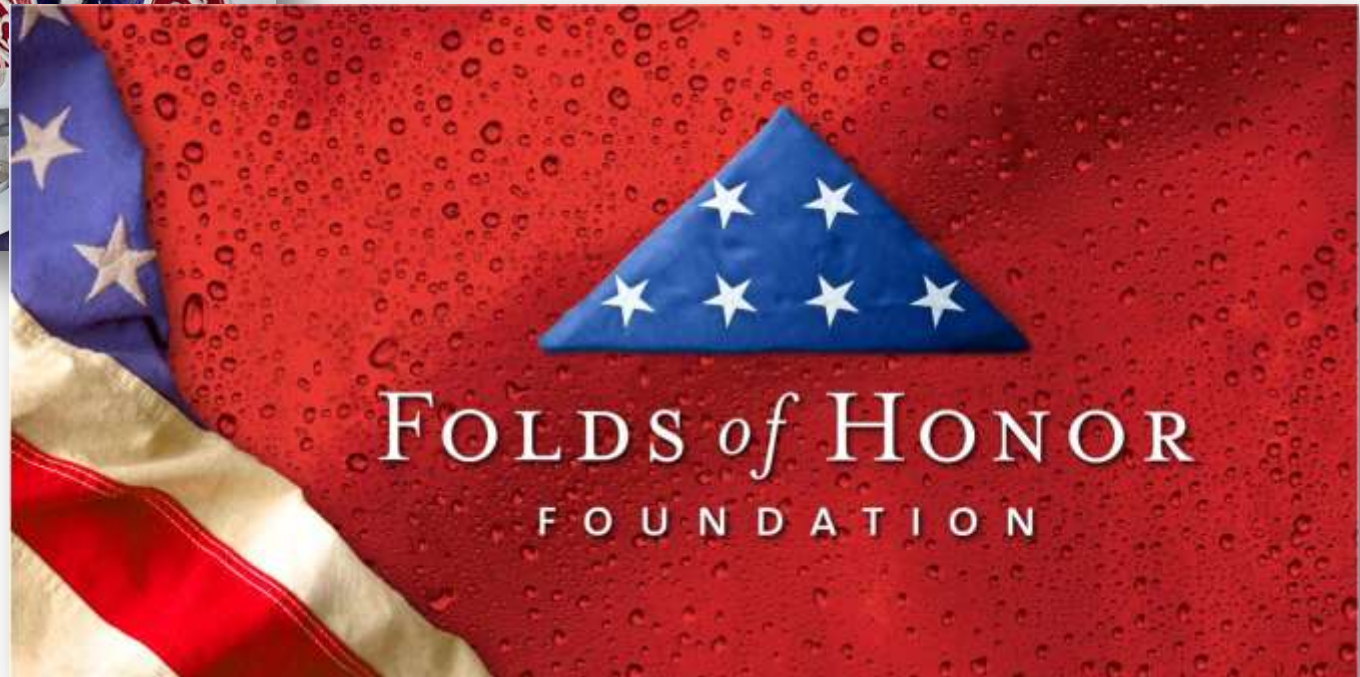


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This program drives meaningful retail execution and provides a Better World platform



Red, White and Blue Connects with our Military Better World Partner: **FOLDS OF HONOR**



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Budweiser Has Two Distinct Drinker Audiences

35+ TRADITIONALISTS

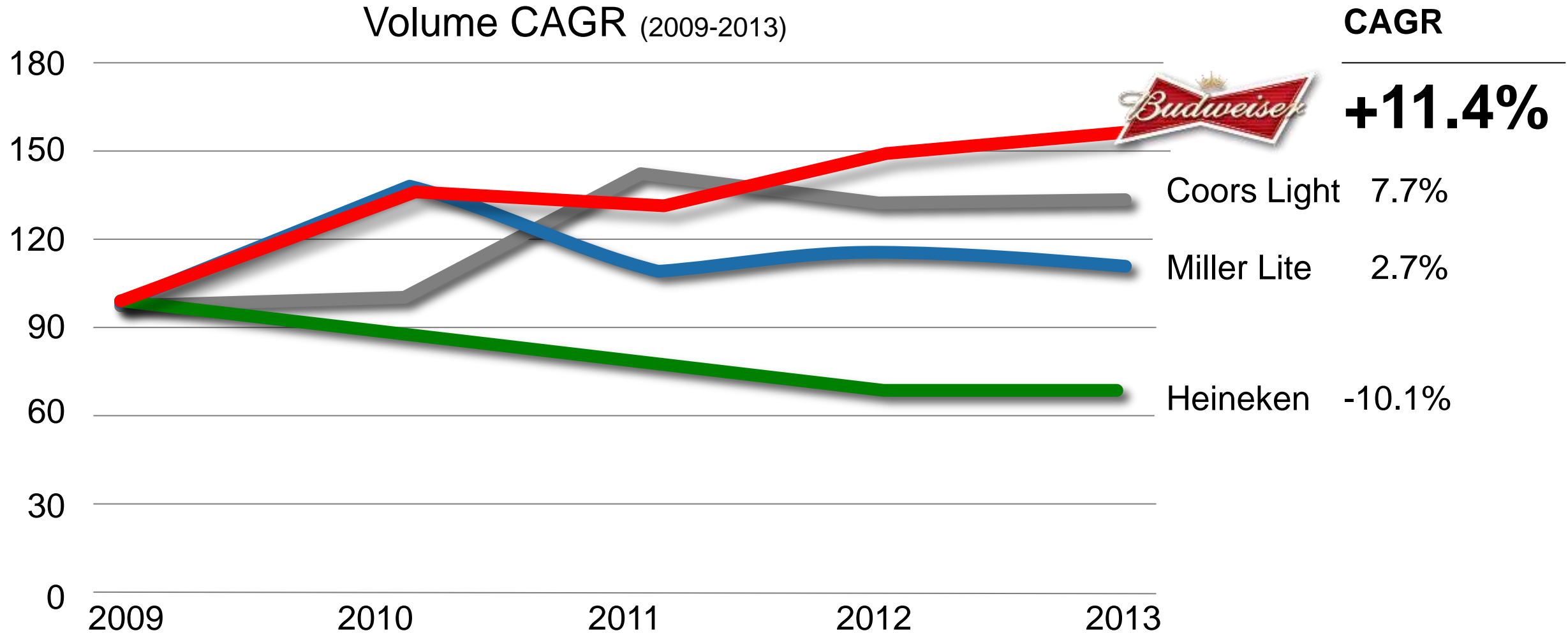


MILLENNIALS **21-27**



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Budweiser growing faster with Millennials faster than competitor brands



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SOURCE: IRI, MULC, TUS, 52 Week Ending (2013 = 52W 9/30/13)

We are investing big behind platforms that target the Millennial consumer base



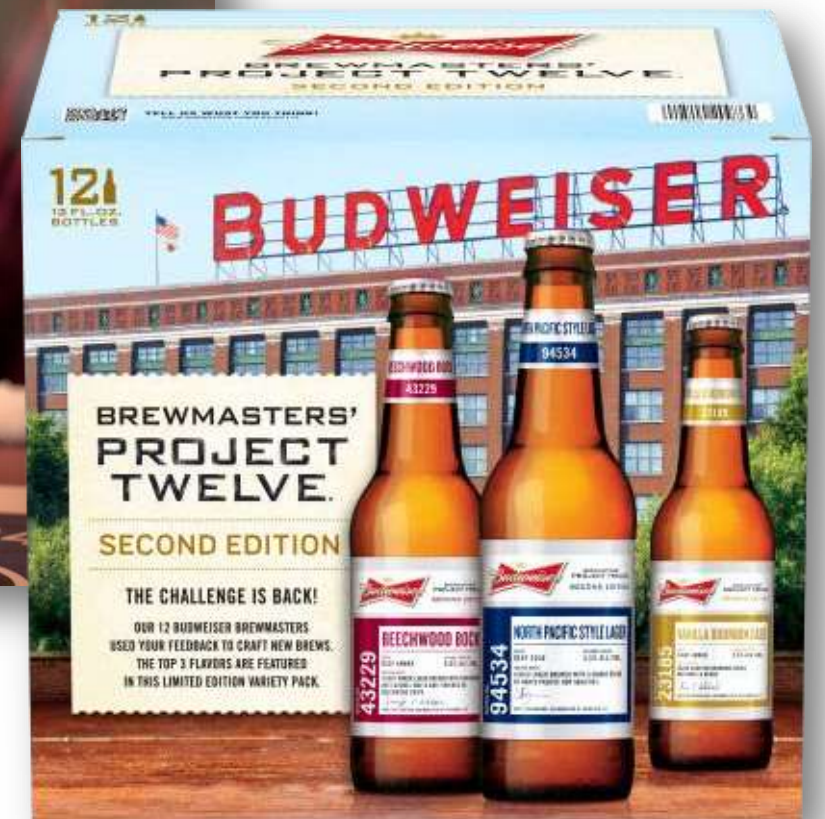
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We are investing big behind platforms that target the Millennial consumer base



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Budweiser Innovation Drives Penetration With New Drinkers



Project 12 sampled at Budweiser Made In America event, showcasing our Brewmasters' craftsmanship



Project 12 Gaining Buzz Through PR Effort In Coordination With Launch

Budweiser brings back ZIP code beers

by CNBC

Published: Sunday, 10 Oct 2013 | 3:00 PM ET

By: Tom Ichniowski | Senior Editor

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Source: Unsplash.com

Budweiser's Project 12 is a series of limited-edition beers created by the brand's brewers across the country.

Budweiser is bringing back its "Project 12" beer, releasing three new brews named for the ZIP codes where the recipes were created.

It's the second year in a row the brewery has created limited-edition "ZIP code" beers under its Project 12 banner, which asks the 12 Budweiser brewmasters located across the country to create new varieties of its iconic lager.

"We think of Project 12 as the innovation arm of Budweiser," said Brian Perkins, vice president, Budweiser. "We see it not as a competition but a collaboration among our brewers."

The Budweiser brewmasters are challenged to flex their creative muscles in terms of ingredients yet remain true to the brand's roots by using the same yeast strain Budweiser has been using since Adolphus Busch founded the brewery in 1875.

(Read more: Budweiser thinks small in new release)

This year's brews include Batch 94534 (Fairfield, Calif.), brewed with North Pacific hop varieties; Batch 23185 (Williamsburg, Va.), aged on a bed of bourbon barrel staves and vanilla beans; and Batch 43229 (Columbus, Ohio), brewed with chocolate and caramel malts.

Oct 11, 2013, 1:45pm EDT

Columbus brew wins spot in latest Budweiser sampler pack



Don't believe it? Staff reporter Business First Email | Google+ | LinkedIn | Other

The King of Beers is bringing a few new subjects into its kingdom, including a special brew from Columbus.

Budweiser revived its Project 12 program for a second year, inviting the brewmasters of its 12 U.S. breweries to concoct a new beer using the brand's signature yeast. The Columbus contribution didn't make the cut for last year's sampler pack, but this year's submission was one of three that'll be on shelves come Oct. 28.

Formulated by Columbus brewmaster Jennifer Eckstein, Batch 43229 is an amber lager brewed with chocolate and caramel malts that give the beer an auburn appearance and finished on Beechwood chips. The brew, dubbed Beechwood Bock, weighs in at 5 percent alcohol by volume.

Each beer is named for the zip code in which it was produced. Batch 43229 will be joined in the sampler pack by:

- Batch 23185 from Williamsburg, Va., a light amber lager aged on bourbon barrel staves and vanilla beans at 5.5 percent ABV.
- Batch 94534 from Fairfield, Calif., a lager brewed with several North Pacific hop varieties including Cascade and Fallside with an ABV of 5.5 percent.

Columbus' beer could go on to greater glory. The top brew from last year's Project 12, Batch 91408 from Los Angeles, generated enough positive response to earn a more permanent place in the Budweiser lineup. It was rebranded



Small-batch beer from Budweiser's Va brewery again selected for limited-edition sampler pack

By Associated Press, Published: October 18

WILLIAMSBURG, Va. — A beer created by the brewmaster at the Anheuser-Busch brewery in Williamsburg is again part of a Budweiser limited-edition sampler pack headed to stores later this month.

Last year the company introduced a beer named for the 23185 ZIP code as part of a promotion called "Project 12."



Project 12 Has A Powerful Halo To Budweiser

93% IMPROVED
PERCEPTION



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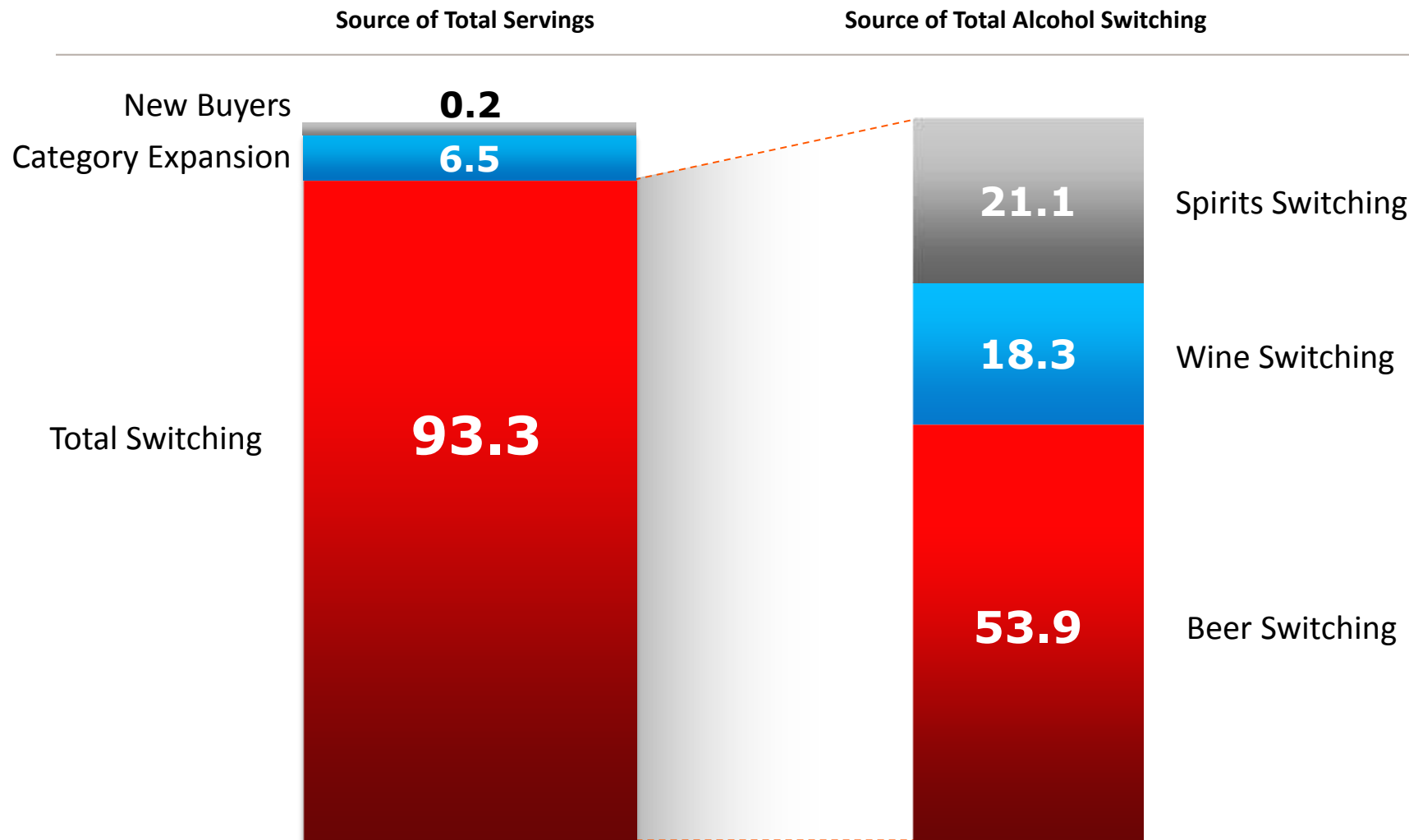


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Black Crown positioned to appeal to Millennial 'Repertoireist'



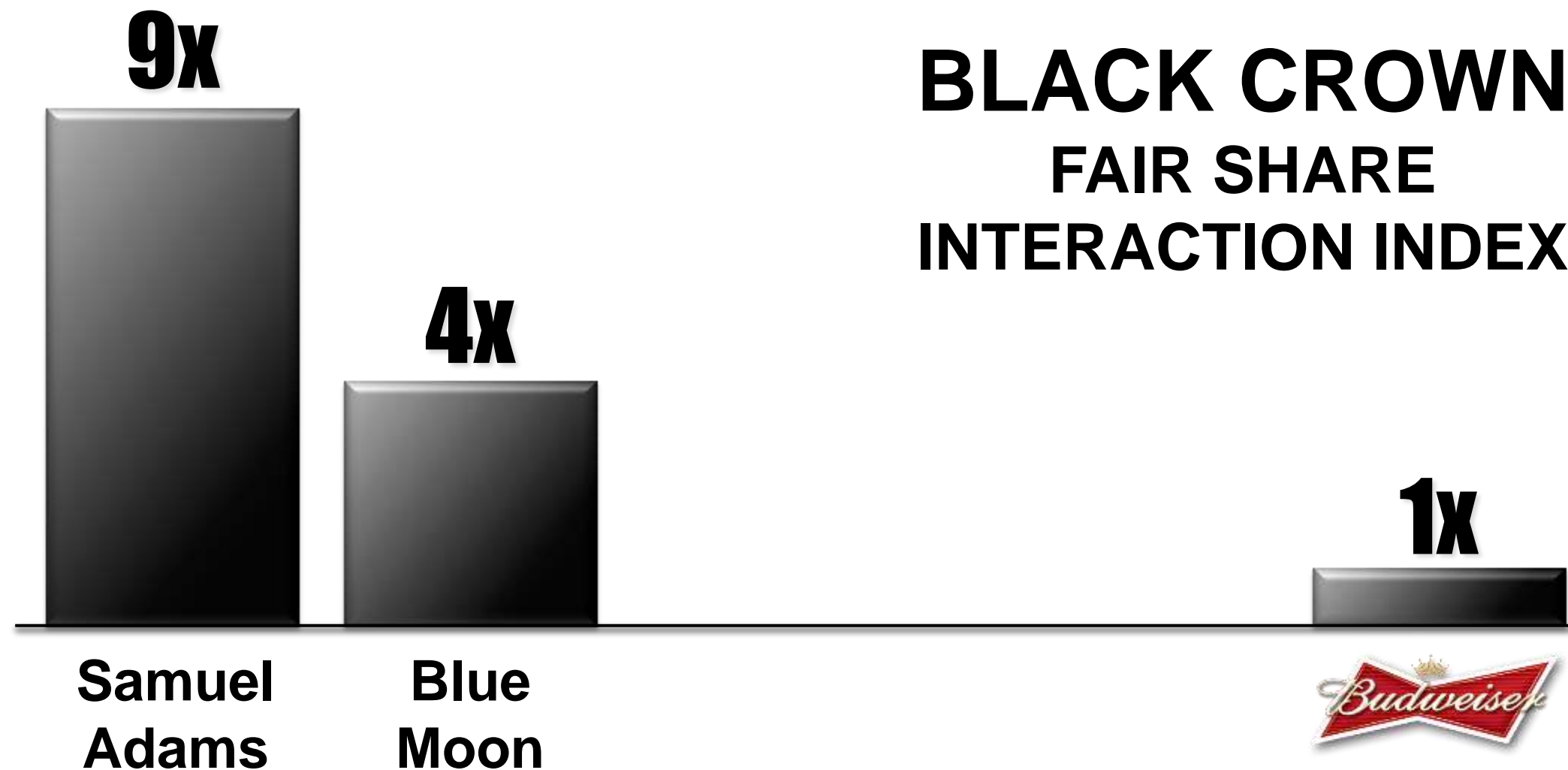
~40% of Black Crown's Source of Alcohol Switching comes from Wine and Spirits



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Source: IRI Consumer Network Panel, TUS All Outlets, 17 Weeks Ending 5/12/2013 vs. YAG

Within Beer Category, Black Crown also has high interaction with Mainstream Craft



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SOURCE: internal Brand Performance Tracking – YTD August

Black Crown showing higher repeat purchase than other innovation in 2013

% of share coming from
REPEAT PURCHASE

(% of total share)



86%

**Redd's
Apple Ale**

58%



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SOURCE: IRI Group National Consumer Panel, Total US All Outlets, 36 Weeks Ending September 30, 2013

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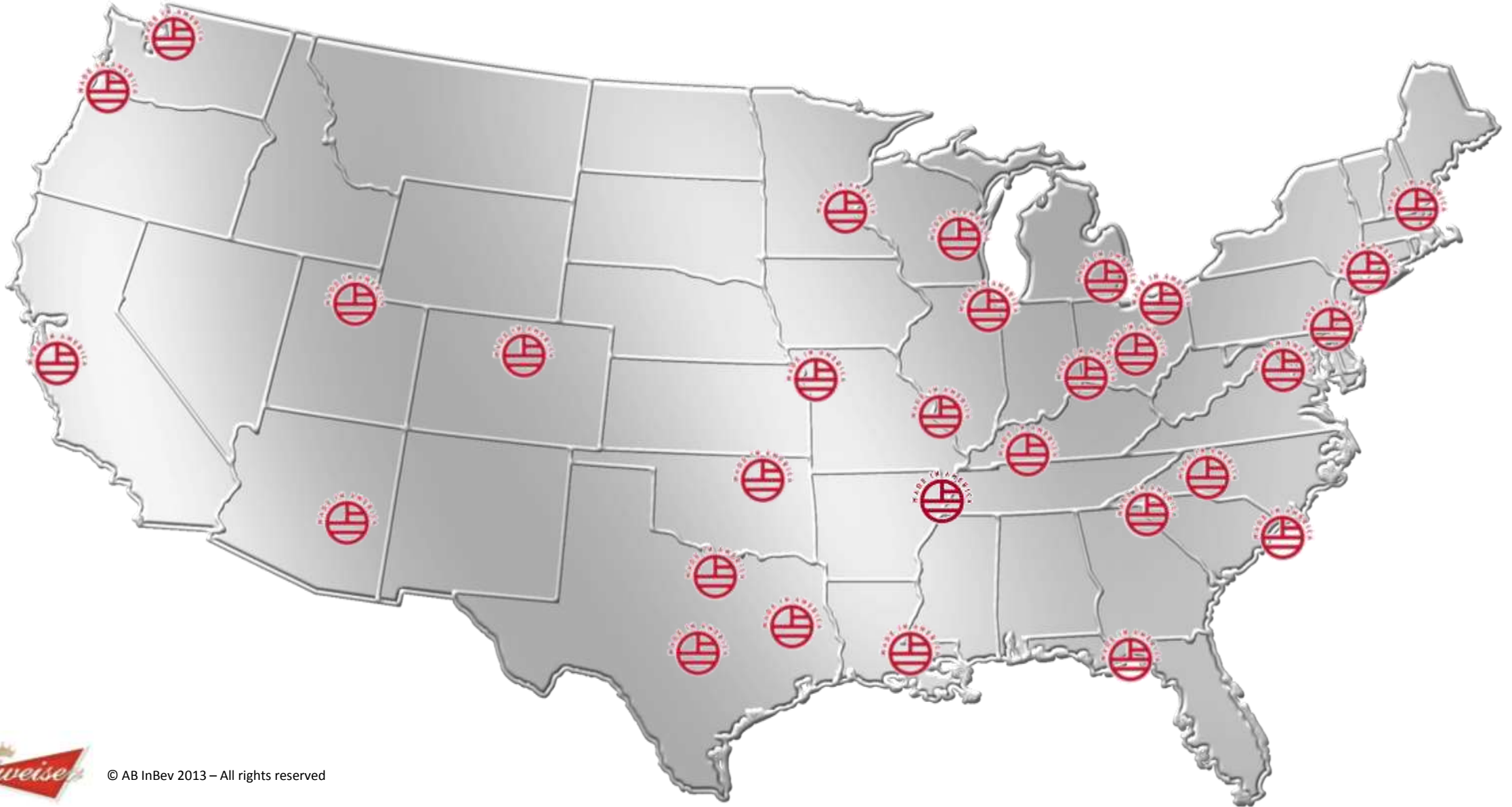


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Budweiser Made in America – Co-Founded with Jay Z



30 Budweiser ‘Made In’ parties took our campaign across the nation



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Philadelphia hosted massive festival over Labor Day Weekend, capping off summer long music activation

12,000

FESTIVAL ATTENDEES



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Digital amplification drove awareness well beyond the festival footprint



2.5M

**LIVE
STREAMS**



101 M

**CONSUMERS
REACHED**



27.3M

**CONSUMERS
REACHED**



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SOURCE: AEG Digital Media Report; Facebook Analytics & Twitter Ad Dashboard Aug 29 – Sept 2



Executive Summary



Most Valuable Alcohol Brand In The World – Committed To Stabilization



2 Distinct Consumer Segments – Traditionalists & Millennials



Investing Behind Traditionalists – Major League Baseball, NASCAR & Military



Investing Behind Millennials – Innovation & Budweiser Made In America

