

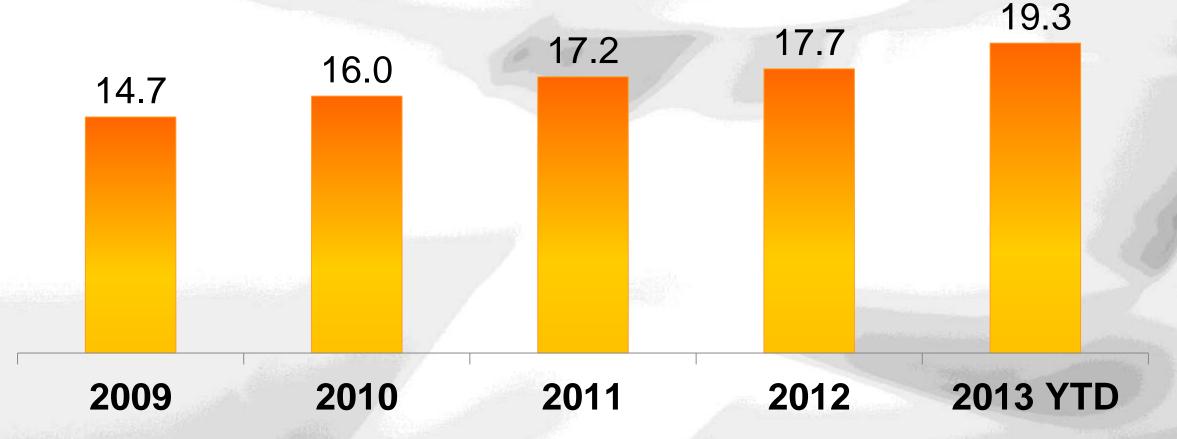
WELCOME TO THE HIGH END Adam Oakley

VP, High End Brands



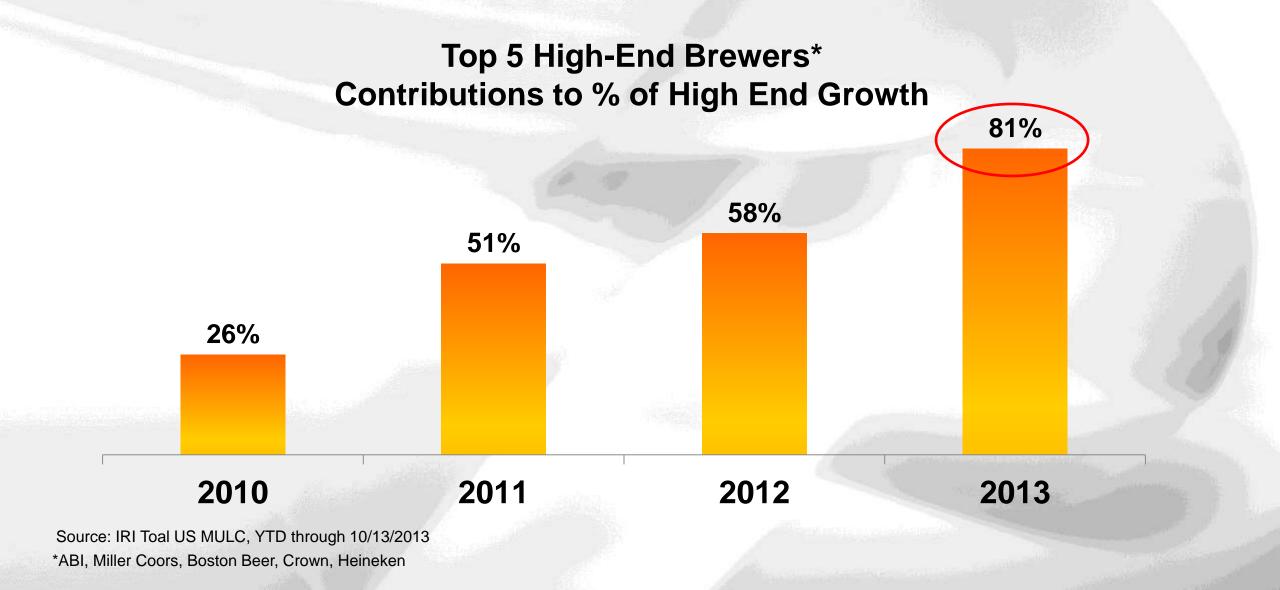
High End continues to grow

Volume Share Of Beer Category



Source: IRI Total US MULC, Annual totals and YTD through 10/13/2013

Recent High End growth driven by large brewers



15+ High End brand families in ABI portfolio



ABI High-End

- 1. High-End continues to grow, driven by bigger brands and brewers
- 2. ABI has strong High-End portfolio led by three priority brand families Stella Artois, Shock Top and Goose Island
- 3. ABI is increasing investment in High-End

15+ High End brand families in ABI portfolio



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ABI: High-End priority brands

1. Stella Artois



World's most sophisticated (import) beer

2. Shock Top



Accessible Craft

3. Goose Island



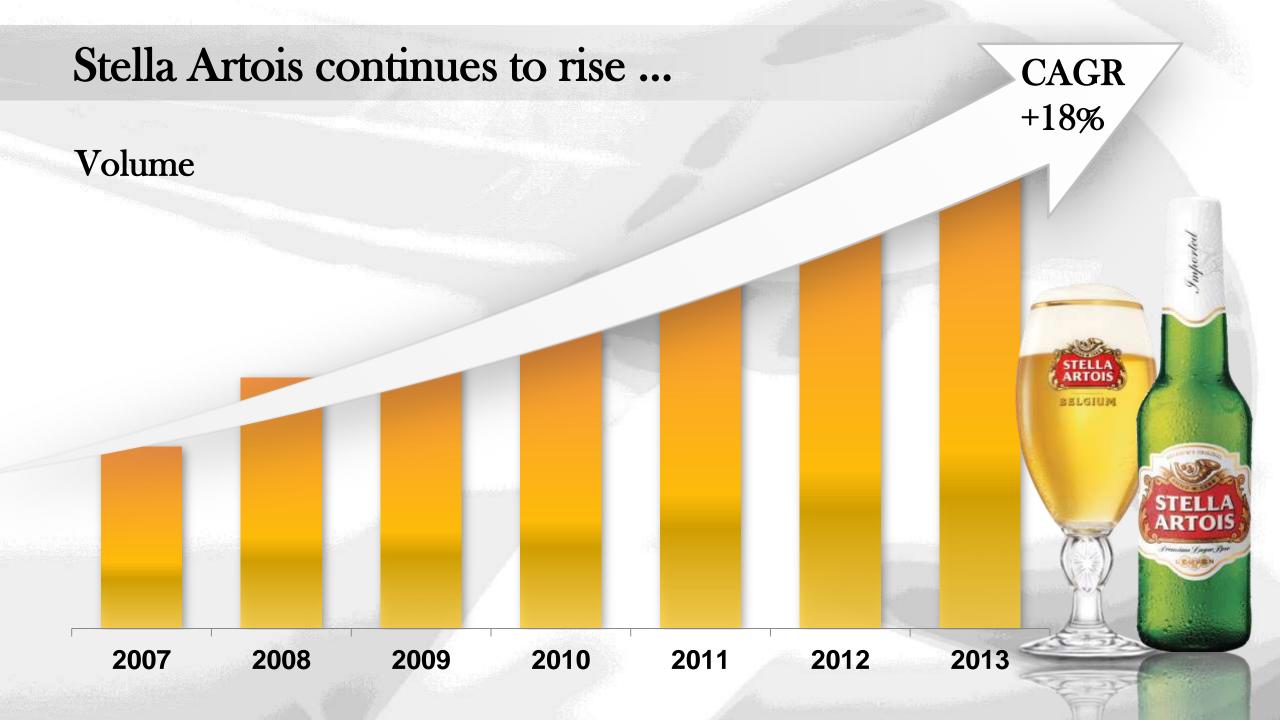
Discovery Craft



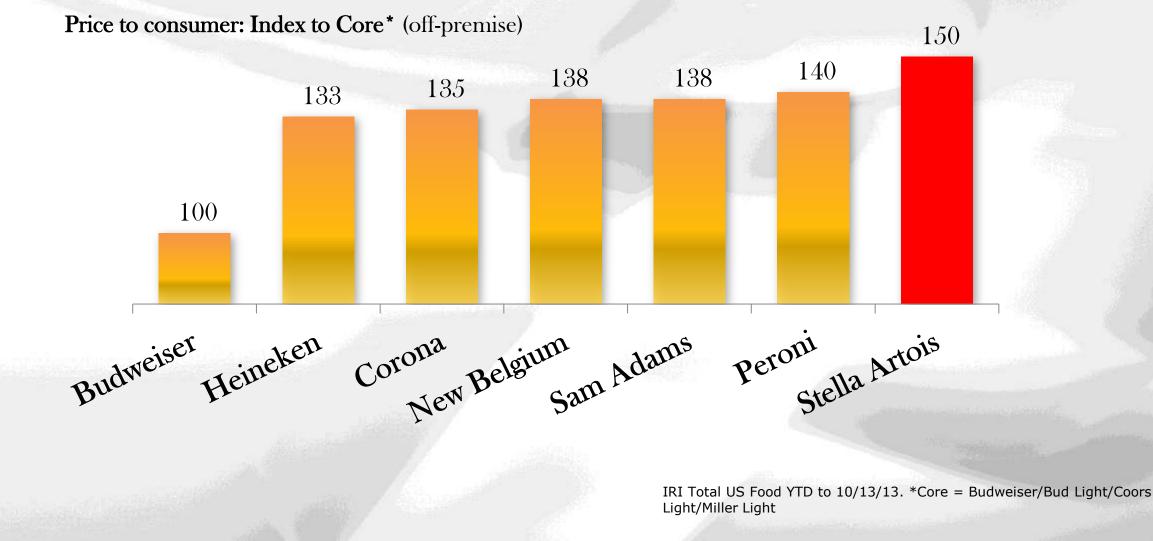
Stella Artois: Most sophisticated beer brand in the world

% consumers who think the brand is sophisticated

43.3%	2	43.2%	52	41.9%
Heineken		Peroni		Samuel Adams



Stella Artois: Growth achieved at significant price premium to other imports and crafts

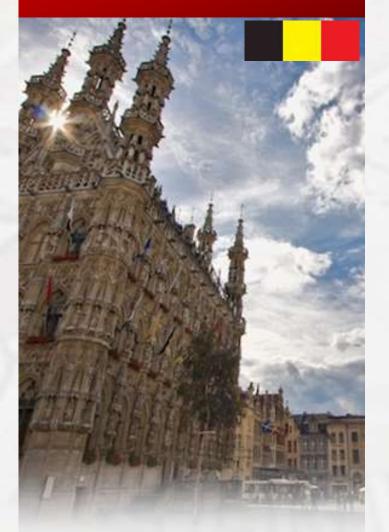


For Stella Artois, sophistication is driven by 3 factors

Chalice



Belgium



Holiday

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For Stella Artois, sophistication is driven by 3 factors

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Holiday

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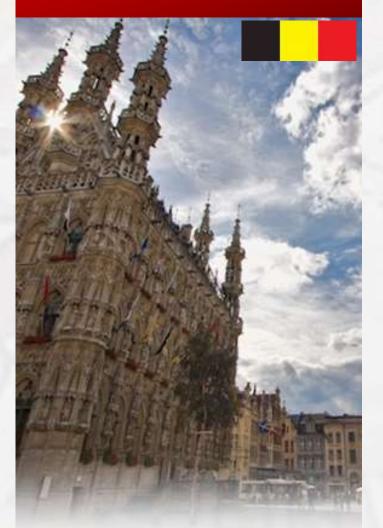
Less a glass, more a display cabinet.

For Stella Artois, sophistication is driven by 3 factors

Chalice



Belgium



Holiday

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Stella Artois has a brewing tradition like no other





600 years of Belgian Brewing Expertise





600 years of Belgian Brewing Expertise



For Stella Artois, sophistication is driven by 3 factors

Chalice



Belgium



Holiday

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Originally Brewed for the Holidays

ARTOIS











66% of Stella Artois Cidre volume comes from outside beer/cider

Hard Liquor, 29%

> Wine, 37%

Beer,

29%

Cider,

5%

ABI: High-End priority brands

1. Stella Artois



World's most sophisticated (import) beer

2. Shock Top



Accessible Craft

3. Goose Island



Discovery Craft

ACCESSIBLE



ADVERTISING & IMAGE DRIVEN

BREWER STORY

PRICE-SENSITIVE

BOLDER BEER STYLES

YOUNGER ADULTS

MORE DISCERNING

ACCESSIBLE



DISCOVERY



ACCESSIBLE

DISCOVERY



craft volume

craft volume

40%

AGGESSIBLE



DISCOVERY

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SI

BEER CO.

6

SHOCK TOP: #7 US HIGH-END BRAND



FLAGSHIP VARIANT: BELGIAN WHITE







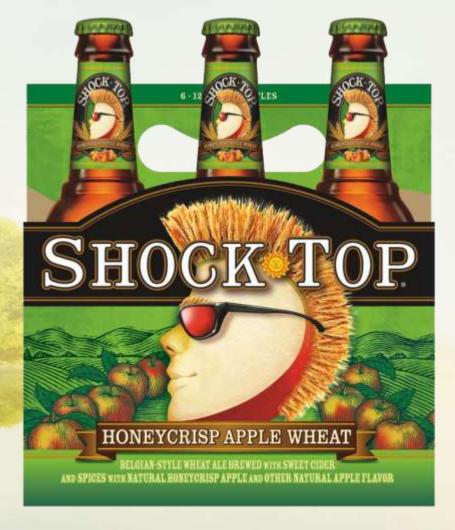
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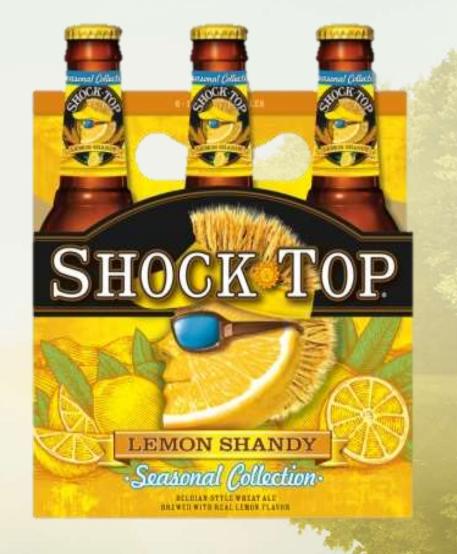
DON'T TAKE YOURSELF TOO SERIOUSLY...

UNFILTERED FOR MORE FLAVOR















SHOCK TOP ACHIEVED IN 5 YRS WHAT TOOK BLUE MOON 14

Brand Volume by Year Since Launch

Blue Moon
Shock Top

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

Source: Internal Shipment Estimates (Shock Top Belgian White vs. Blue Moon Belgian White)

ABI: High-End priority brands

1. Stella Artois



World's most sophisticated (import) beer

2. Shock Top



Accessible Craft

3. Goose Island



Discovery Craft

Goose Island: Launched in 1988, joined the ABI family in 2011. A Chicago institution









Goose Island: 3 core product lines

312

DOSE IL BEER C BREWED AND BUTTLED BY GOOSE ISLAND BEER CO.

Classics







GOOSE ISLAND BEER COMPANY

Vintage





Goose Island: 3 core product lines

312



Classics







Vintage



Solie Matilda

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Goose Island: Obsession with beer quality & excellence







URBAN WHEAT ALE



Goose Island: 3 core product lines

312

Classics

Vintage





GOOSE ISLAND REER COMPANY







RELGIAN STYLE FARMHOUE &

Matilda





BELGIAN STYLE PALE ALE

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ROLL OUT THE BARREL

2013

BOURBON

COUNTY

RAND STOUT

BARREL AGED STOOT

Goose Island Sells 1,400 Bottles of BCS Rare in 2 Hours



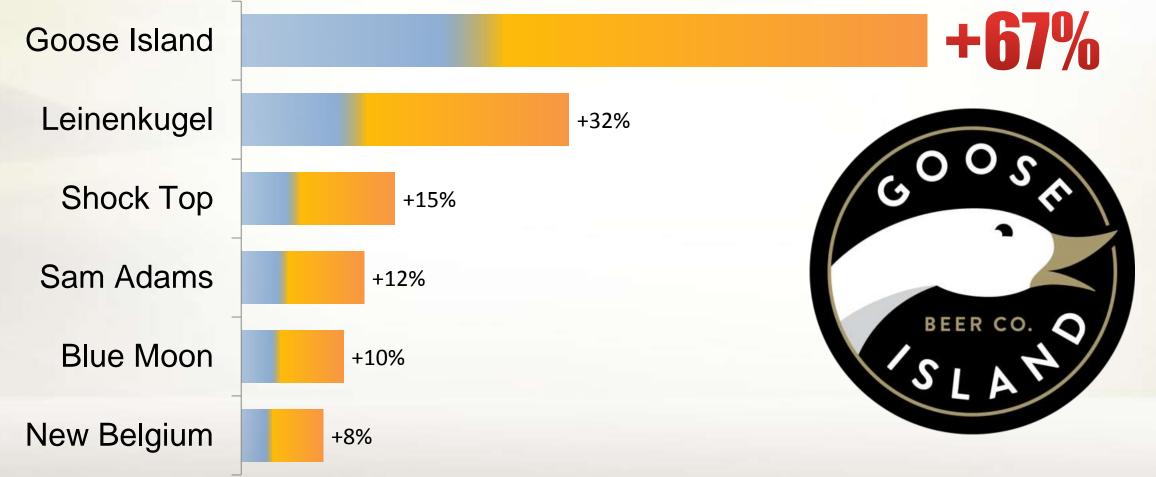
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DUINHA

BRAND

Goose Island is growing faster than all major craft competitors

2013 Volume Increase YTD



Source: IRI Total US MULC, Volume Sales % Chg vs. YA, YTD Oct 13, 2013