



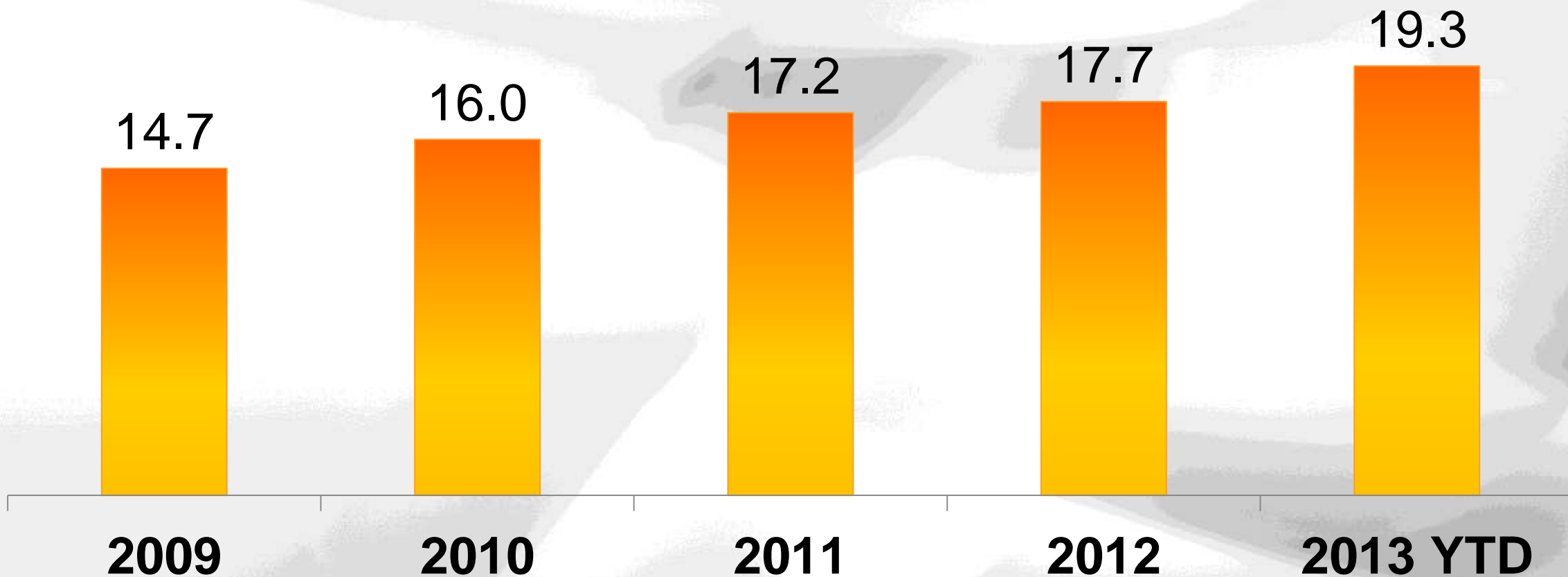
WELCOME TO THE HIGH END

Adam Oakley
VP, High End Brands



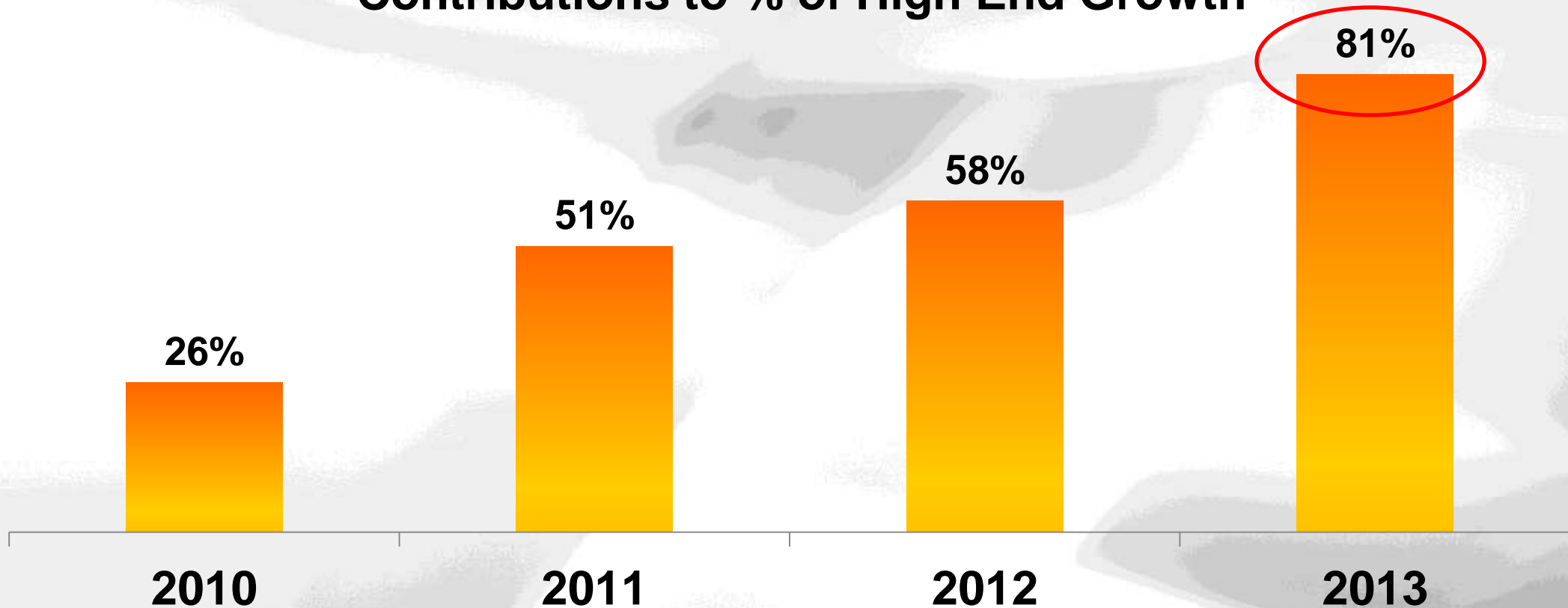
High End continues to grow

Volume Share Of Beer Category



Recent High End growth driven by large brewers

Top 5 High-End Brewers* Contributions to % of High End Growth



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

*ABI, Miller Coors, Boston Beer, Crown, Heineken

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



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**

ABI: High-End priority brands

1. Stella Artois



World's most
sophisticated (import)
beer

2. Shock Top



Accessible Craft

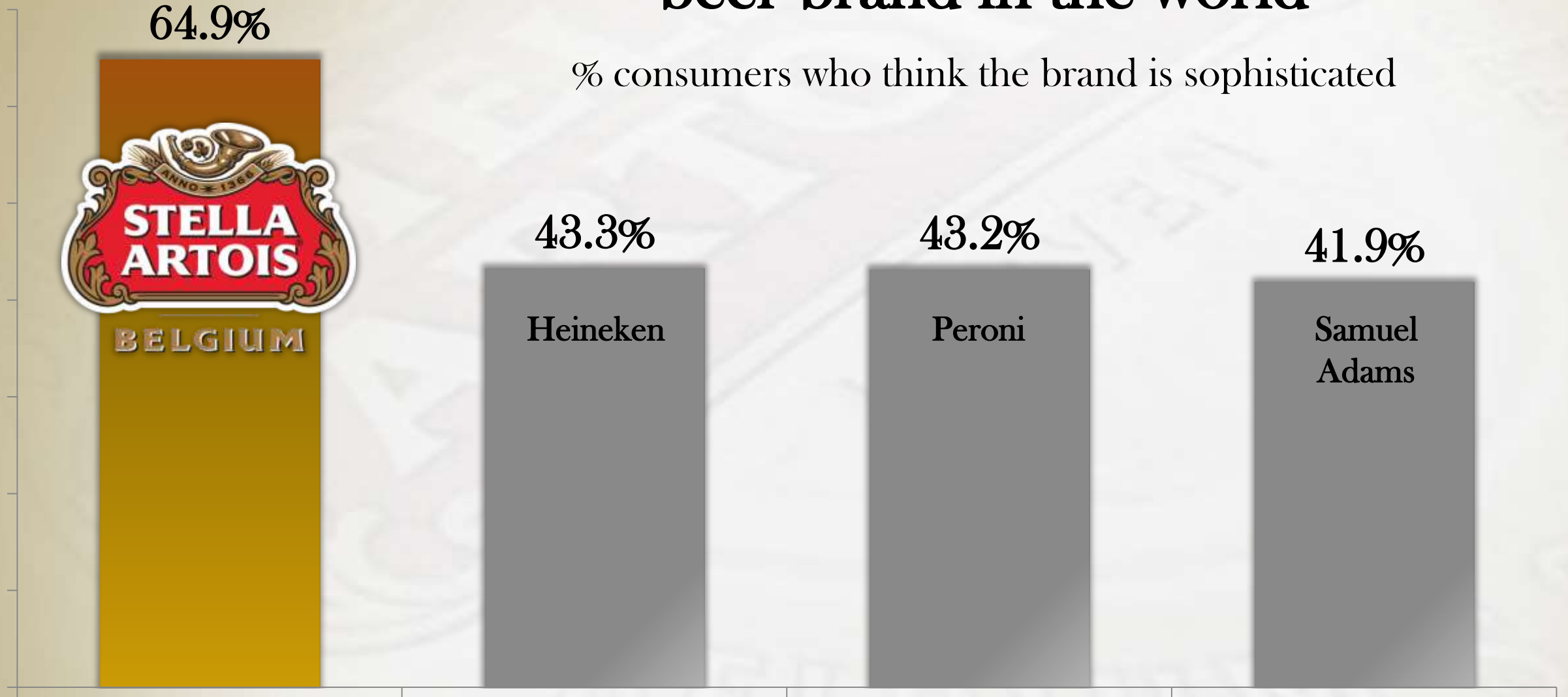
3. Goose Island



Discovery Craft

Stella Artois: Most sophisticated beer brand in the world

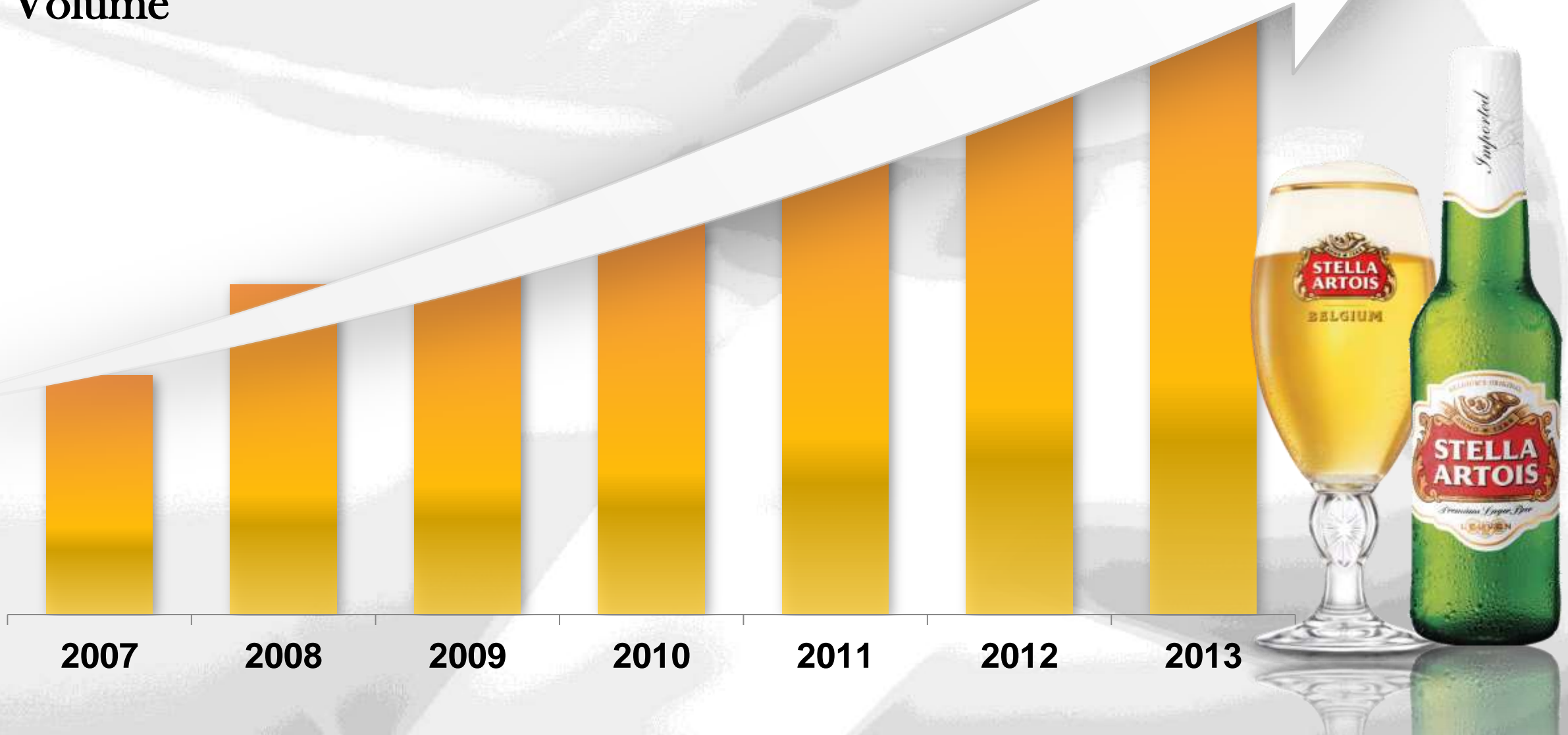
% consumers who think the brand is sophisticated



Stella Artois continues to rise ...

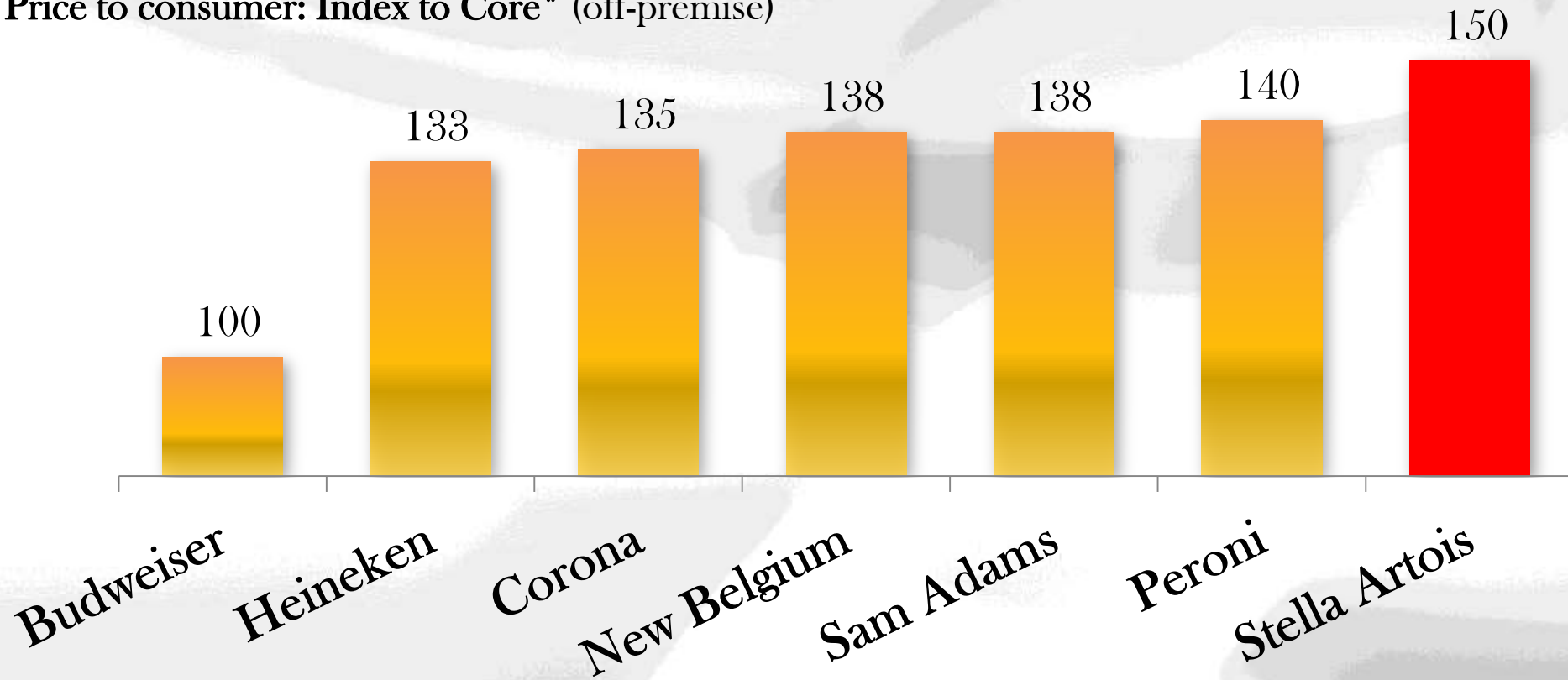
CAGR
+18%

Volume



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

Price to consumer: Index to Core* (off-premise)



IRI Total US Food YTD to 10/13/13. *Core = Budweiser/Bud Light/Coors Light/Miller Light

For Stella Artois, sophistication is driven by 3 factors

Chalice



Belgium



Holiday



For Stella Artois, sophistication is driven by 3 factors

Chalice



Belgium



Holiday





Less a glass, more
a display cabinet.

For Stella Artois, sophistication is driven by 3 factors

Chalice



Belgium



Holiday



Stella Artois has a brewing tradition like no other





*600 years of Belgian
Brewing Expertise*

6
BOTTLES
11.2 US fl.oz



BELGIUM

600 years of Belgian Brewing Expertise



For Stella Artois, sophistication is driven by 3 factors

Chalice



Belgium



Holiday



Originally
Brewed
for the
Holidays

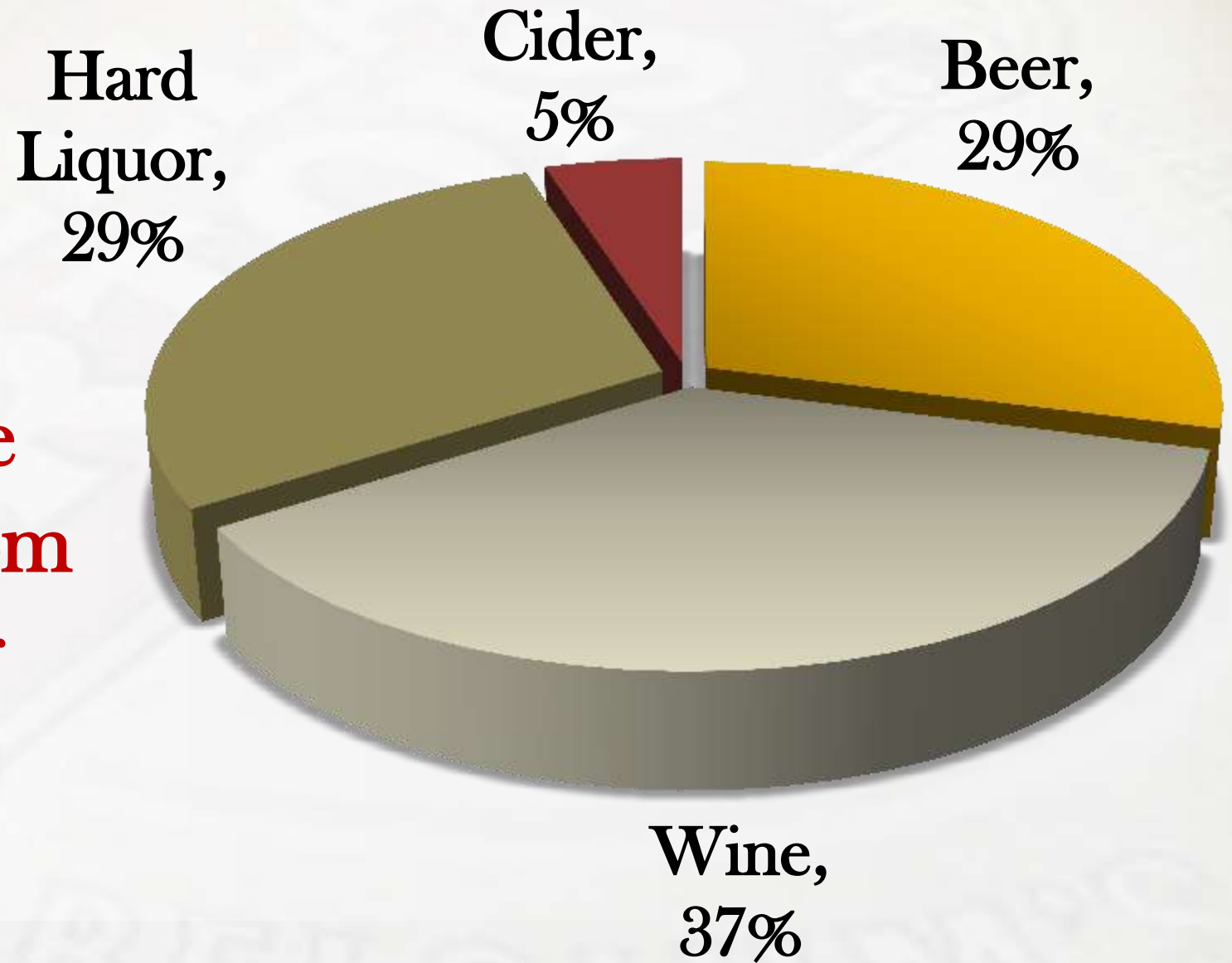




Cidre



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



ABI: High-End priority brands

1. Stella Artois



World's most
sophisticated (import)
beer

2. Shock Top



Accessible Craft

3. Goose Island



Discovery Craft

Two types of craft consumers

ACCESSIBLE

ADVERTISING & IMAGE
DRIVEN

PRICE-SENSITIVE

YOUNGER ADULTS

DISCOVERY

BREWER STORY

BOLDER BEER STYLES

MORE DISCERNING

Two types of craft consumers

ACCESSIBLE



DISCOVERY



Two types of craft consumers

ACCESSIBLE

60%

craft volume

DISCOVERY

40%

craft volume

Two types of craft consumers

ACCESSIBLE



DISCOVERY



SHOCK TOP: #7 US HIGH-END BRAND



FLAGSHIP VARIANT: BELGIAN WHITE





**LIVE LIFE
UNFILTERED.**



**LIVE YOUR
DREAMS**

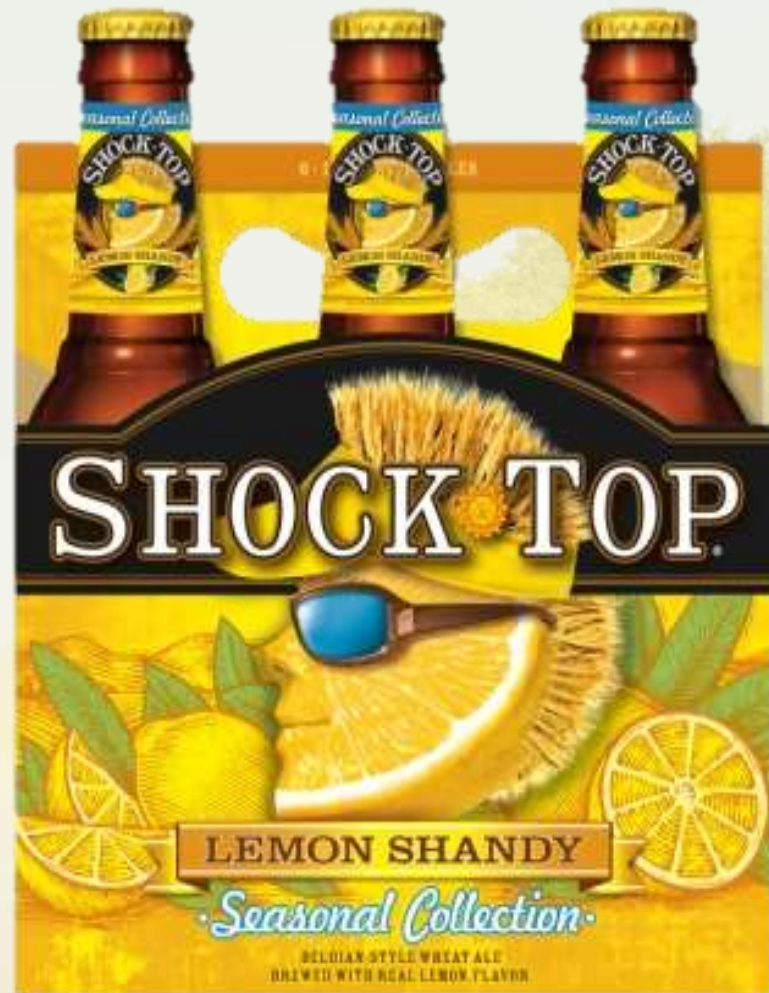
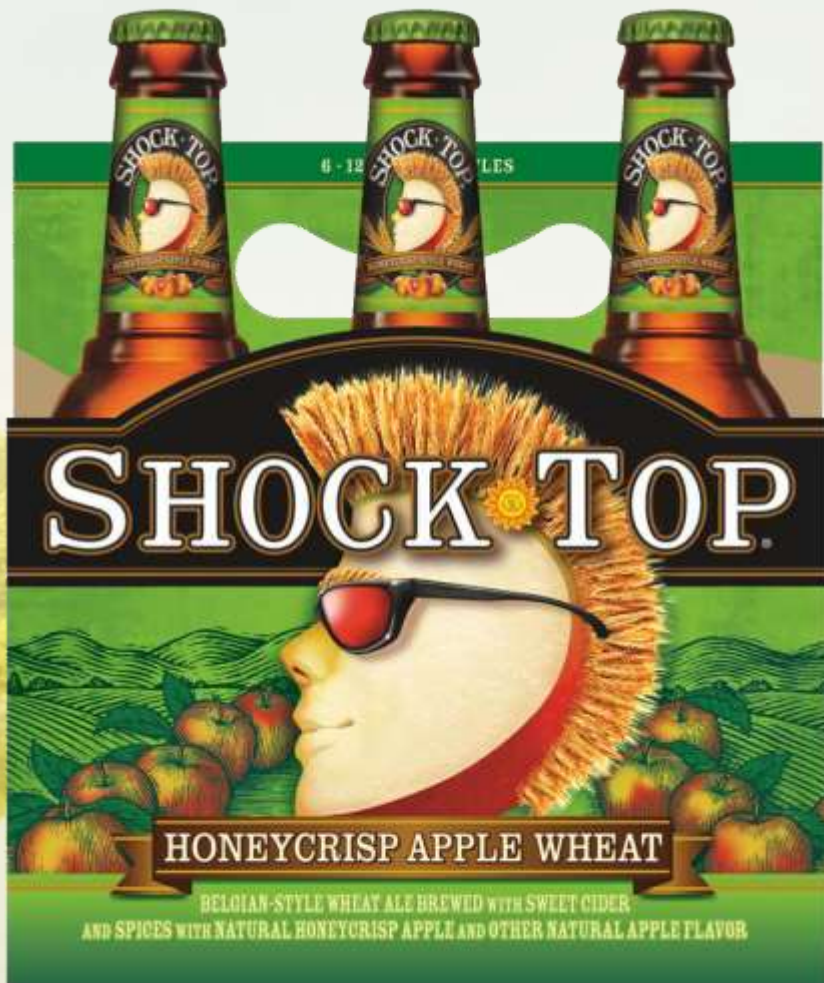


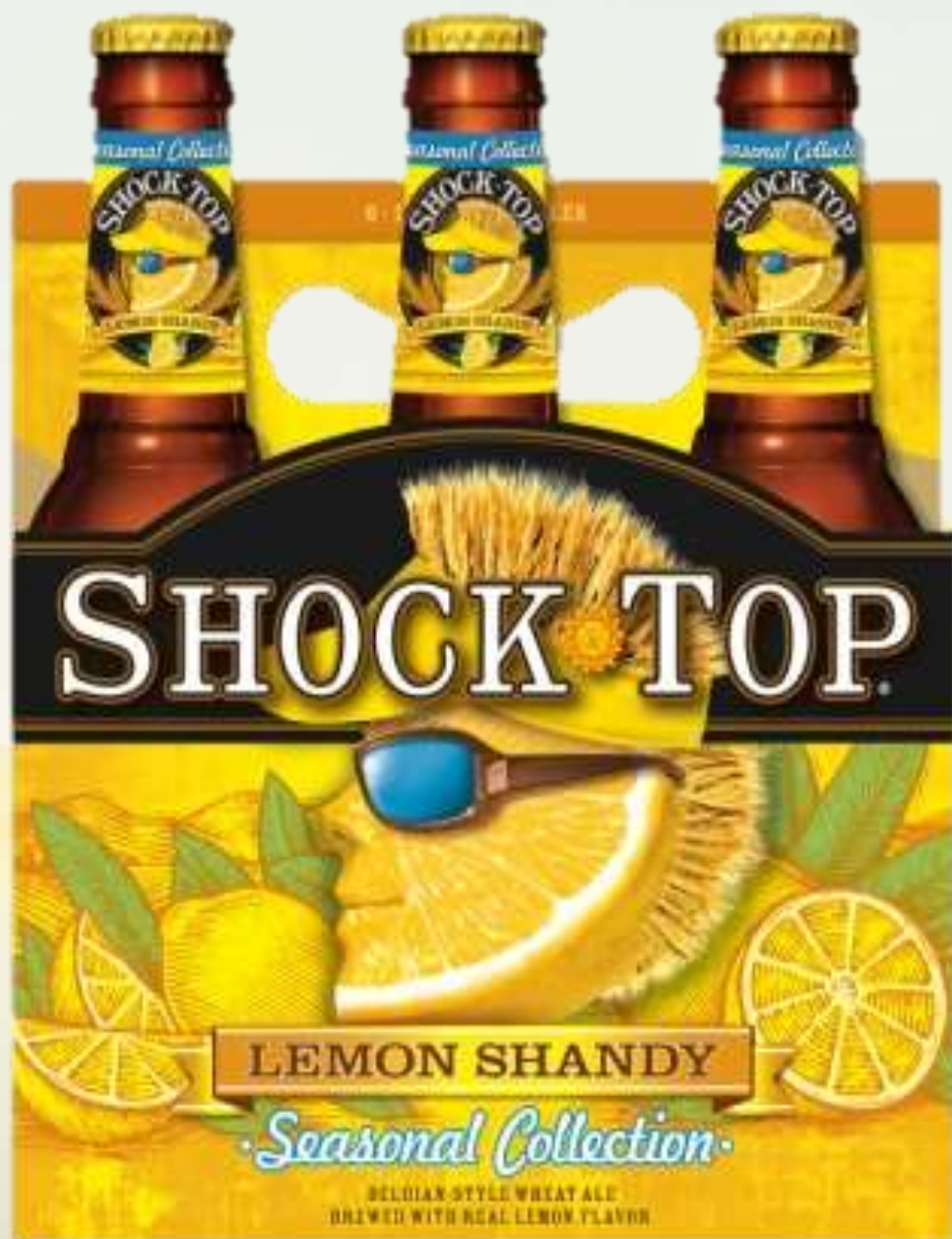
**DON'T TAKE
YOURSELF TOO
SERIOUSLY...**

A still life composition featuring a whole orange, a sliced orange, and wheat stalks on a wooden surface against a bright, cloudy sky. The text "UNFILTERED FOR MORE FLAVOR" is overlaid in blue, bold, sans-serif font on the right side of the image.

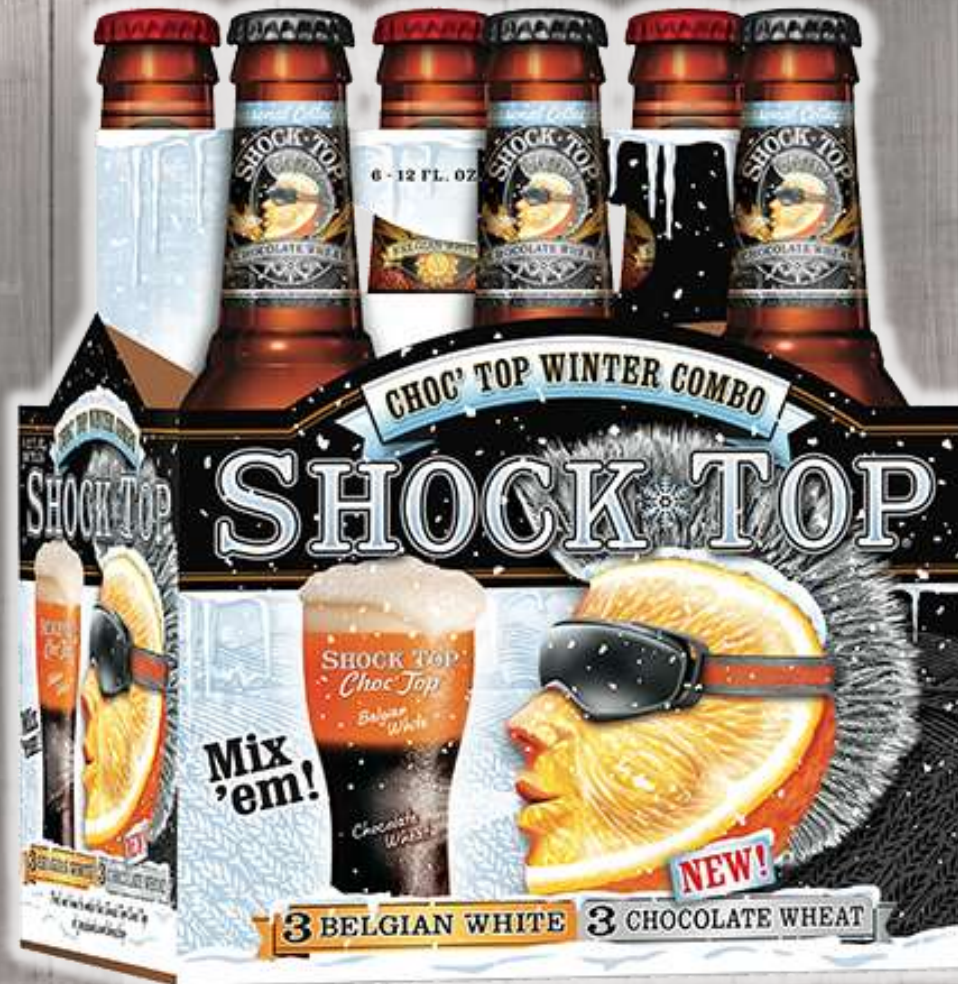
**UNFILTERED
FOR
MORE FLAVOR**







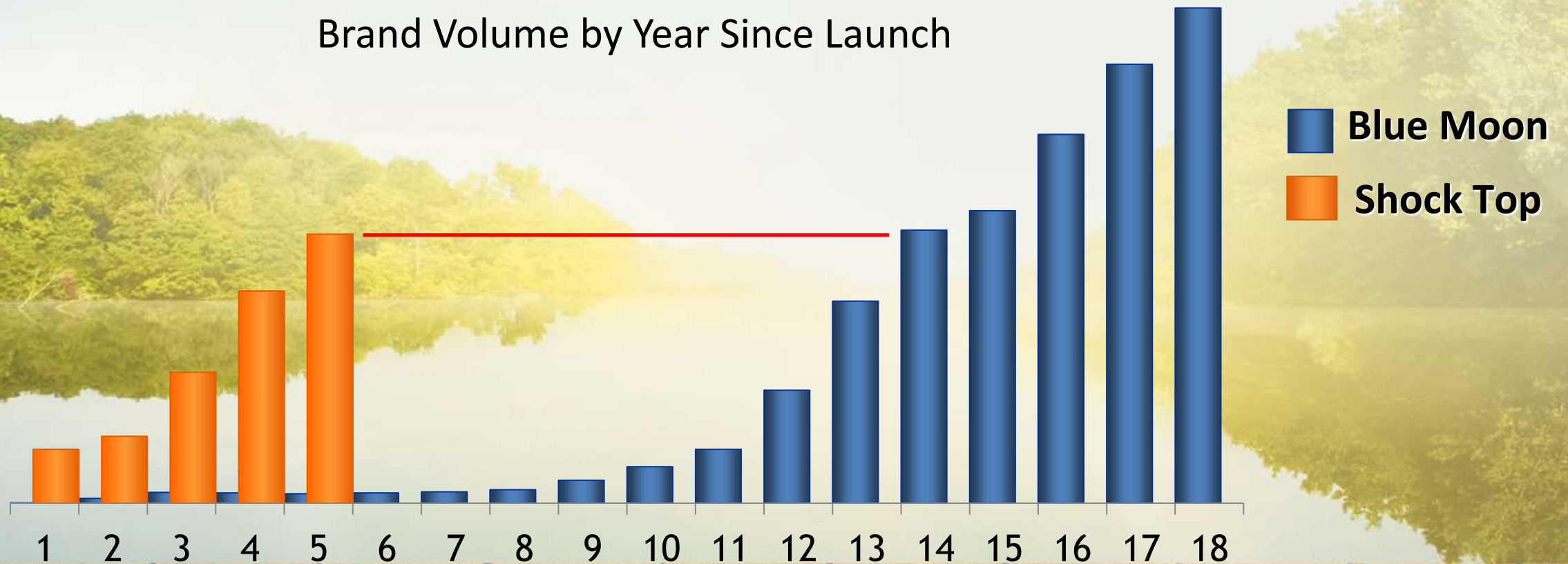
CHOC TOP: MIX 'EM UP!





SHOCK TOP ACHIEVED IN 5 YRS WHAT TOOK BLUE MOON 14

Brand Volume by Year Since Launch



ABI: High-End priority brands

1. Stella Artois



World's most
sophisticated (import)
beer

2. Shock Top



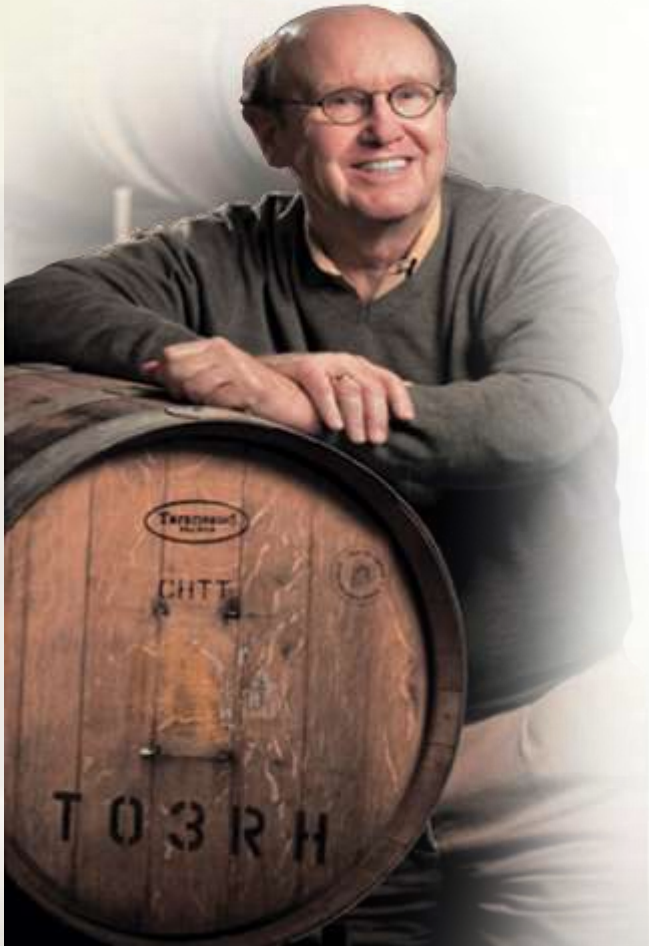
Accessible Craft

3. Goose Island



Discovery Craft

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





**WE DONT NEED
TO BE THE ONLY
BEER YOU DRINK.
WE JUST WANT TO BE THE
BEST BEER
YOU DRINK**



Goose Island: 3 core product lines

312



Classics



Vintage



Goose Island: 3 core product lines

312



Classics



Vintage



Goose Island: Obsession with beer quality & excellence



6 TIME MEDAL WINNER



4 TIME MEDAL WINNER

Goose Island: 3 core product lines

312



Classics



Vintage



Matilda

Sofie



BOURBON COUNTY

· BRAND ·

ROLL OUT THE BARREL

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



Goose Island is growing faster than all major craft competitors

2013 Volume Increase YTD

