

Innovation

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VP, Innovation



“Innovation
distinguishes the **leaders** from the **followers**”
— Steve Jobs





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- Offering Premium Plus and Above Solutions
 - Delivering Options that are the MOST Incremental to Our Portfolio
 - Capitalizing on Emerging Trends
 - Bringing New Consumers to Our Portfolio



Innovations we will sample at the Happy Hour



BUDWEISER



Innovations we will sample at the Happy Hour





BUDWEISER







**NEW!
FLAVOR**

25 FLUID
OUNCES

**BUD
LIGHT**
&
Clamato
Extra Lime

THE PERFECT
COMBINATION

Chelada

Now twist.
WITH A NEW

Chelada
Extra Lime





Cidre

MADE WITH
HAND PICKED APPLES



CRAN-BRRR-RITA

LIMITED WINTER EDITION



RAZ-BER-RITA



MANG-O-RITA

