

Anheuser-Busch InBev **Investor Seminar** **2019**



ABInBev

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BEYOND BEER



Chelsea Phillips

VP, Beyond Beer Brands

Hometown: Huntersville, North Carolina

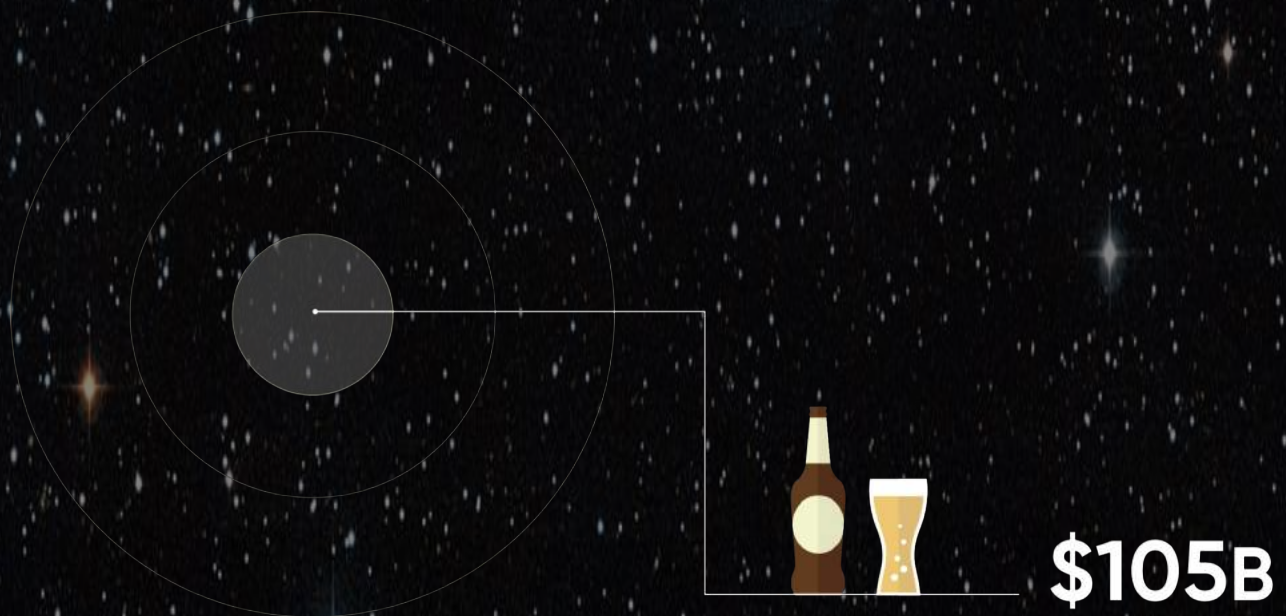
Time at ABL: 8 years

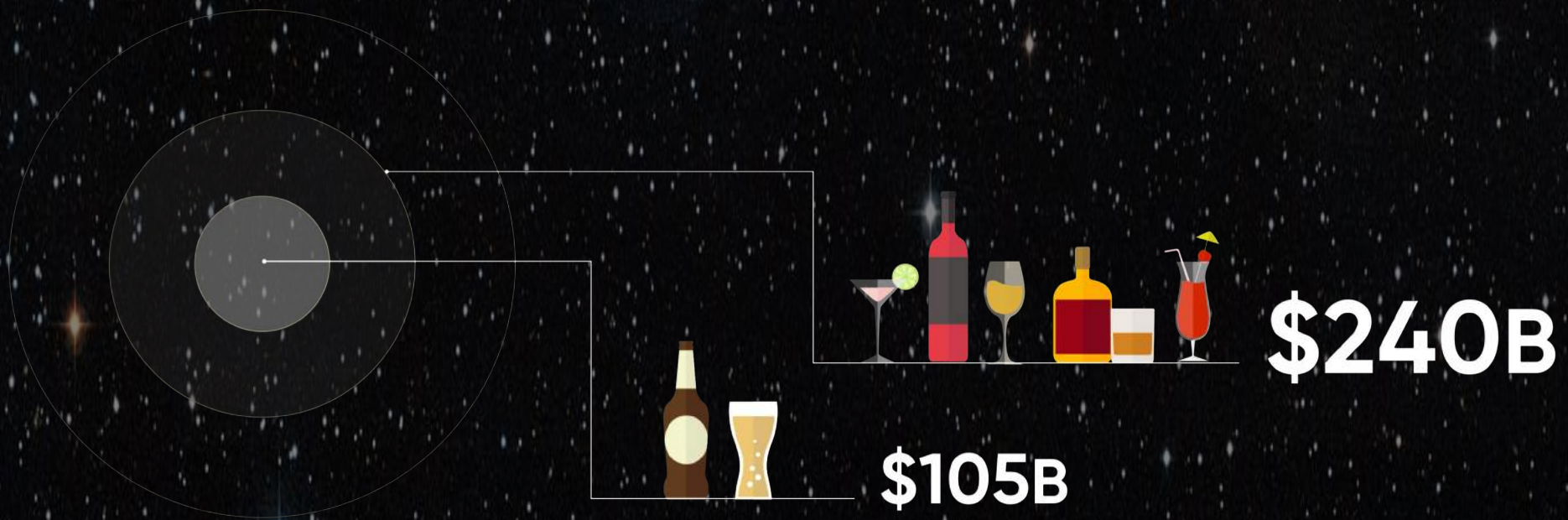
Favorite Beer: Natty Light



5 PRIORITIES

- 1 EXPAND CORE PLUS**
- 2 LEAD & DEVELOP SUPER PREMIUM**
- 3 DISRUPT PREMIUM**
- 4 STABILIZE SHARE OF MAINSTREAM**
- 5 CAPTURE GROWTH BEYOND BEER**







Core Capabilities



BRANDING



PACKAGING



**LOGISTICS
& DISTRIBUTION**



BREWING



MANAGING

4th Category



Wine & Spirits





Recipe improvements:
5g → 0g of sugar
140 → 90 calories
6% → 4.5% ABV

Branding:
Segment generic →
BON & VIV platform

Execution:
Sea of same → break-
through brand world



GREAT TASTE
— & —
**ZERO GRAMS
OF SUGAR**

Annual Volume Sales (C/E, 000)



#HAVEARITA



#HAVEARITA

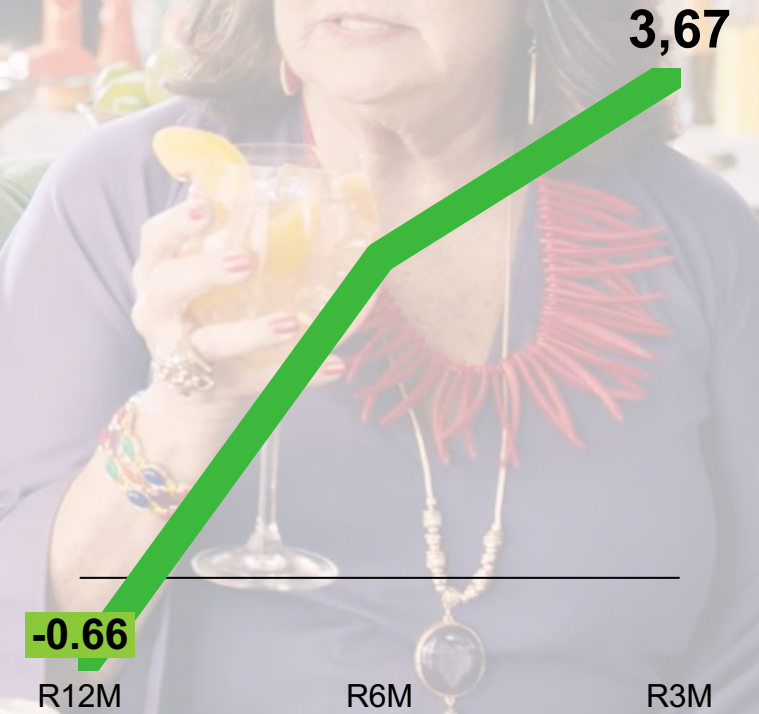
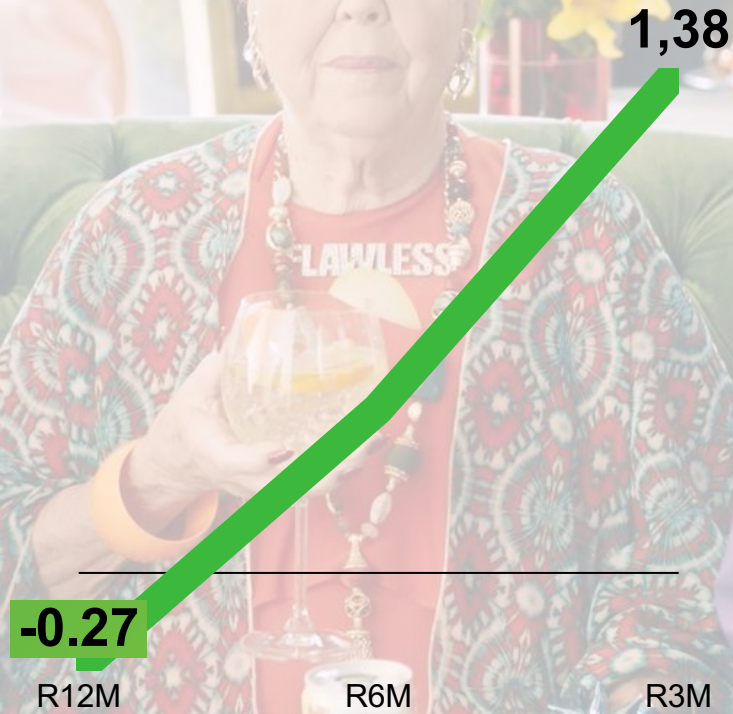
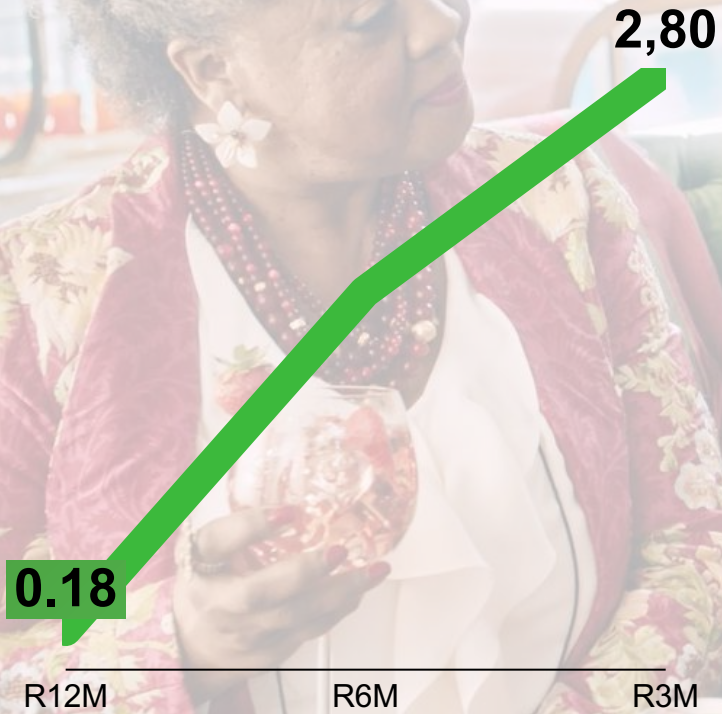




CONSIDERATION

P4W PENETRATION

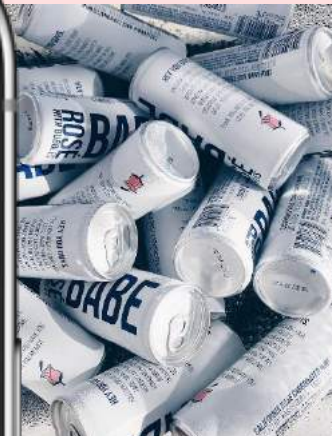
WORTH (TOP 2 BOX)







15M
FOLLOWERS





READY-TO-ENJOY COCKTAIL
4.2% ALC/VOL (84 PROOF)

FUGU VODKA
SPICY
BLOODY MARY



FUGU VODKA BLENDED WITH
CUTWATER SPICY BLOODY MARY MIX

SAN DIEGO, CALIFORNIA

FUGU
CUTWATER
VODKA

AWARD-WINNING VODKA

3 Times Distilled and 15 Times Filtered

40% ALC/VOL (80 PROOF) | 100% GRAIN NEUTRAL SPIRITS | 100% COUNTRY OF SWEDEN VODKA

CUTWATER
MIXERS



SPICY
BLOODY MARY
PREMIUM COCKTAIL MIX

For more recipes — visit www.cutwater.com
Manufactured and Bottled in San Diego, California
© 2018 Cutwater Spirits, LLC



+130%

+160%

+200%

Nathaniel Davis

CEO, Drinkworks

Hometown: Ontario, Canada

Time at ABL: 19 years

Favorite Beer: Budweiser







QUALITY

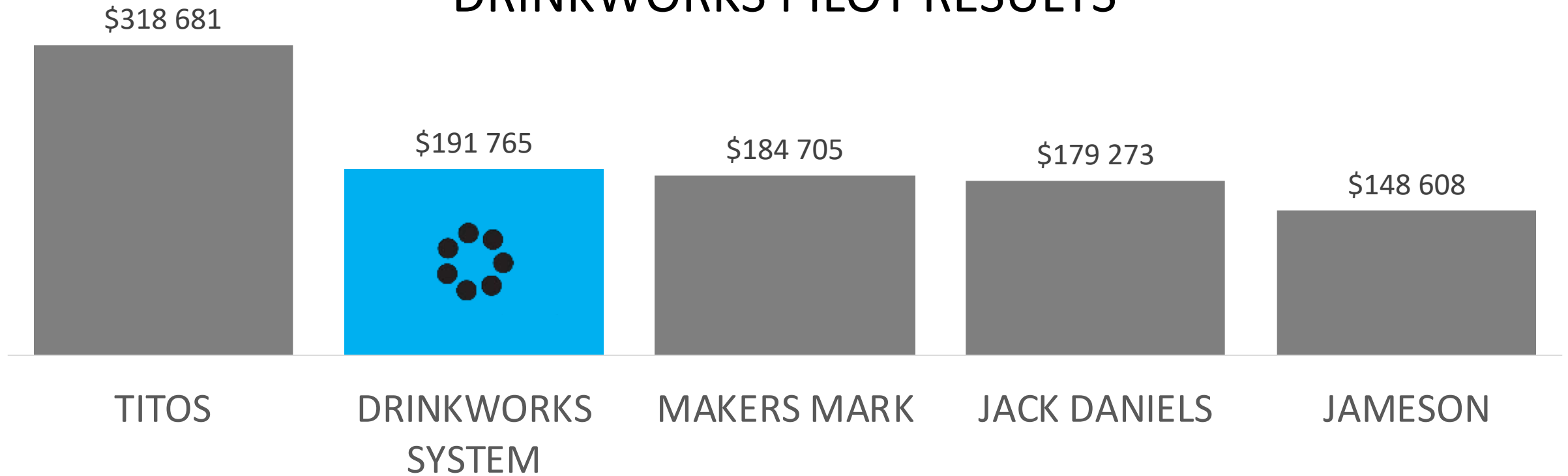


VARIETY



CONVENIENCE

DRINKWORKS PILOT RESULTS



Drinkworks Pilot \$ sales results. Week ending November 25, 2018-March 31, 2019
Source: IRI non-projected sales



BEYOND



BEER