Anheuser-Busch InBev
Investor Seminar
2019
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Amanda Tilley
VP – Category Leadership

Born: Melbourne, Australia
Time at ABI: 3.5 years
Favorite Beer: Stella Artois
THE WORLD IS CHANGING...

1. Urbanization
2. Orchestration
3. Universally Connected
4. Dynamic Identities
AND RETAIL IS CHANGING WITH IT

1. Urbanization
2. Orchestrated Choice
3. Universally Connected
4. Dynamic Identities

Business Insider
April 12, 2018
Walmart is remodeling 500 stores as part of an $11 billion spending plan — here's how stores will change

Food & Wine
March 15, 2019
7-Eleven Opened a Sit-Down Cafe Concept

Supermarket News
Jan 7, 2019
Kroger, Microsoft partner on retail-as-a-service platform

The Brussels Times
Oct 24, 2018
Delhaize introduces its new shopping format
We need a concept store for urban grocery. How should it look and what should be in it?

We need to make alcohol a destination category. How do we stand out from other retailers?

Should we offer home delivery?

How do we get women to shop our stores and cold rooms?
WE’VE BUILT A CATEGORY ORGANIZATION TO DELIVER THOUGHT LEADERSHIP FOCUSED ON ELEVATING THE SHOPPING EXPERIENCE IN ALL CHANNELS

• Increase in headcount
• 1:1 contact model with our retailers
• New Center of Excellence
• Amplified investment in shopper research
TRANSLATING OUR RICH UNDERSTANDING OF THE CONSUMERS, SHOPPERS AND CATEGORY EVOLUTION THROUGH THE RETAILER LENS
STEPPING UP THE FUNDAMENTALS

ACTIVATING AGAINST GROWTH DRIVERS

+7% Uplift
40% increase in shopper conversion

SMART CHOICES

SAVOR THE FLAVOR

EVLOLVE MEALS

ASSORTMENT

SHELF FLOW

NAVIGATION
WE ARE LEADING THE WAY

BEST IN CLASS CATEGORY ORGANIZATION

WINNING RETAILER CATEGORY STRATEGY

NEW WAYS TO COLLABORATE WITH RETAIL PARTNERS
FUELING CATEGORY GROWTH