



# THE NEW LOOK OF LIGHT BEER

IF YOU EXPECT MORE FROM LESS, THIS IS YOUR BEER.

**TARGET AUDIENCE:** Males 28-49, primarily light beer drinkers, secondarily specialty drinkers.

**LIQUID:** A full-flavor beer, rich in color with great amber taste. 3.7g of carbs and 114 calories. 5% alcohol by volume.

**PACKAGES:** 4/6 and 2/12 LNNR slope shoulder bottles with sleek contemporary APL label & 1/2 and 1/6 barrels.

### MARKETING SUPPORT:

- Print, Radio, Outdoor and Internet.
- A complete line of POS and Signmaking.
- A full line of PPG items, including glassware, coasters and tap marker.

**SHELF PLACEMENT:** Place Michelob ULTRA Amber next to Michelob ULTRA for a strong ULTRA family presence, and on the opposite end of the Michelob Family from AmberBock.

