



GUINNESS

BELIEVE IN GUINNESS. BELIEVE IN THE CAN.

The BRAND

- Guinness Draught #4 **FASTEST GROWING** import brand among top 15 selling brands, outgrowing top competitors (ROS % CHG VS YA)¹
- Guinness Draught #5 **TOP GROWING** import beer brand among top 20 selling brands, outgrowing top competitors (DOLLARS % CHG VS YA)¹

The CAN

- Can Beer is Growing (+19%) and Gaining Share (+7.6%)¹
- GDIC is **GROWING FASTER** than the can beer category *and* can import beers (ROS % CHG VS YA)¹
- **GDIC is #2 TOP GROWING** can import brand among top 10 selling brands (DOLLARS % CHG VS YA)¹

GUINNESS DRAUGHT CAN SEES THE HIGHEST LIFT ON DISPLAY (+93%) VS ALL CAN BEER (+10%) AND BOTH THE IMPORT (+20%) AND CRAFT (+17%) CAN BEER SEGMENTS!¹

The 8-PACK

- GDIC 8PK dollar sales up +42% vs YA, ROS up +42% vs YA¹
- GDIC 8PK is the **#2 FASTEST GROWING** (+14% vs YA) and **TOP SELLING** among top 10 import can 8PK beer brands (ROS % CHG VS YA)¹



PLEASE DRINK RESPONSIBLY.

GUINNESS Draught Stout. Imported by Diageo Beer Company USA., New York, NY

1. Nielsen Total US XAOC+CONV+LIQ Latest 52WK 08.07.21



GUINNESS

Guinness Draught Stout Can 14.9oz

UPC - 083820123609



Guinness Draught in Can 4pk 14.9oz

UPC - 083820123609



Guinness Draught in Can 8pk 14.9oz

UPC - 083820123685



Guinness Draught in Can 18pk 14.9oz

UPC - 083820123869



GDIC Insights

- How GDIC does overall (vs category, better beers, imports and top competitors)?
 - GDIC dollar sales up +19% vs YA, ROS up +16.5% vs YA¹
 - GDIC sales growth (+19% vs YA) **19X higher than the total canned beer category** growth (+0.9%) (DOLLARS % CHG VS YA)¹
 - GDIC sales growth (+19% vs YA) **2.5X higher than the total import beer category** growth (+7.8% vs YA) (DOLLARS % CHG VS YA)¹
 - GDIC **growing faster** (+16.5% vs YA) than the canned beer category (+0.9% vs YA), canned better beers (+7.4% vs YA), and canned import beers (+7.6% vs YA) (ROS % CHG VS YA)¹
 - GDIC **#2 top growing** (+19% vs YA) canned import brand among top 10 selling brands, outgrowing top competitors (DOLLARS % CHG VS YA)¹

PRODUCT (CAN, IMPORT)	DOLLARS	% CHG VS YA	UNITS	% CHG VS YA	ROS	% CHG VS YA
MODELO ESPECIAL	\$1,520,297,055	8.8%	159,581,203	11.6%	\$345,242	7.2%
HEINEKEN	\$203,075,986	5.9%	33,732,905	2.5%	\$64,304	6.5%
CORONA EXTRA	\$147,843,403	-9.4%	31,692,359	-0.8%	\$49,671	-1.0%
MODELO CHELADA ESPECIAL	\$118,937,755	-1.4%	33,184,530	-3.9%	\$46,505	1.9%
TECATE LGR	\$99,501,349	-8.7%	12,689,171	-11.8%	\$57,526	-5.5%
DOS EQUIS ESPECIAL LAGER	\$78,465,242	11.4%	11,032,475	2.6%	\$55,788	12.8%
STELLA ARTOIS	\$71,456,382	3.5%	9,906,014	5.9%	\$35,879	6.1%
GUINNESS DRAUGHT STOUT	\$62,961,898	19.1%	5,863,878	14.7%	\$36,982	16.5%
MODELO CHELADA LIMON Y SAL	\$62,550,416	25.8%	19,394,334	23.1%	\$40,010	12.6%
CORONA PREMIER	\$60,214,002	12.4%	5,276,052	-10.6%	\$32,038	19.5%

GDIC 8PK Insights

- **How GDIC 8-packs specifically do?**

- GDIC 8PK dollar sales up +42% vs YA, ROS up +42% vs YA¹
- GDIC 8PKs **#2 fastest growing** (+14% vs YA) among top 5 canned 8PK beer brands *(ROS % CHG VS YA)*¹

PRODUCT (CAN, IMPORT, 8PK)	DOLLARS	% CHG VS YA	UNITS	% CHG VS YA	ROS	% CHG VS YA
GUINNESS DRAUGHT STOUT	\$29,556,277	41.7%	2,031,072	41.6	\$29,848	14.0%
ESTRELLA JALISCO MNG MCHLD LGR	\$1,112,875	-34.2%	82,371	-37.5	\$13,276	-11.9%
CRABBE'S ALCHOLIC GINGER BEER	\$222,150	-42.2%	14,619	-41.4	\$10,788	21.2%
MAHOU	\$37,371	-7.7%	4,802	-7.3	\$10,889	-17.5%
BITBURGER KSTZR BDKTR ASRTD	\$35,610	-41.2%	2,730	-42.3	\$5,073	-25.1%

- GDIC 8PKs **#1 top selling** canned import beer brand¹
- 8PK **#1 top growing pack size** (+41% vs YA) within canned import beer *(DOLLARS % CHG VS YA)*¹

- **How GDIC / GDIC 8pks do Nov-Dec vs rest of year and how Nov-Dec 2020 compared to YAG?**

- 20% of GDIC 2020 sales come from November and December²
- GDIC NOV-DEC top selling months behind only March
- GDIC 8PK NOV-DEC sales growing 53% vs YA²
- 23% of GDIC 8PK 2020 sales come from November and December²
- GDIC 8PK NOV-DEC top selling months slightly outpacing March²
- GDIC 8PK NOV-DEC sales growing +53% vs YA²