



GUINNESS EXTRA STOUT

Guinness Extra Stout is based on a beer first brewed in 1821 and is the precursor to every Guinness innovation you've ever enjoyed. Brewed at the St. James's Gate brewery in Dublin, Guinness Extra Stout is crafted from finest quality malt, hops and Irish barley.

Sharp and crisp to the taste, it's an entirely different experience from the smooth, creamy Guinness Draught and punchier Foreign Extra Stout, but the trademark Guinness flavors preside.

MOMENTUM AND MULTIPLE OPPORTUNITIES!

- GES dollar sales are +4% vs. YAG¹
- Stout is **growing 9X** faster than total beer¹
- GES is the **#2 top selling** [\$10M] 22oz single bottle import beer item, behind Heineken¹
- GES seeing **#1 top dollar growth** among 22oz single bottle import beer items (+\$365K vs YA)¹
- GES 6PK is growing faster than total 6PK beer (+3.2% vs -3.4%)



BETTER BEER CONSUMERS

GES embodies complexity, quality and brewing expertise

- Communicate GES heritage, taste and complexity
- Reinforce Guinness credentials as a brewer
- Draw attention in aisle w/education & history

WIWA / AF-AM CONSUMERS

GES has powerful ties to West Indian-West African and African-American Cultures

- GES celebrates culture, community and family
- GES is perfect for high energy occasions and celebrations
- Make product prominent in convenience channel

AROMA *Subtly fruity with warming, toasted notes of coffee, caramel and toffee*

FLAVOR *Bold, bittersweet notes balanced by a smooth and dry finish*

ABV 5.6% / IBUs 47 / SRM 45



PLEASE DRINK RESPONSIBLY

GUINNESS Extra Stout. Imported by DIAGEO Beer Company USA, New York, NY

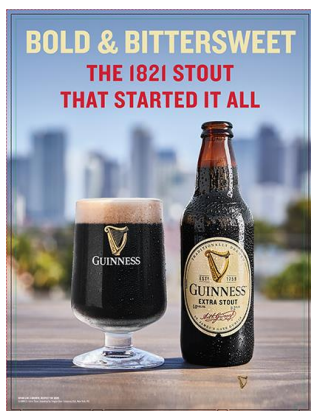
FOOD PAIRING IS A GREAT OPPORTUNITY FOR GES



- 71% of beer purchasers gave “complements my meal” as a very or somewhat important selection criteria in their beer choice¹
- 33% of beer drinkers say they drink alcohol to pair with food²

GES IS AN IDEAL FIT WITH BOLD AND FLAVORFUL FOODS

LEVERAGE THE POS THAT BEST SUITS YOUR GES OPPORTUNITIES



POS on DCH

1. Brewers Association 2016 Beer Pairing Study; 2. Mintel “Beer: Incl. Impact of COVID” November 2020

AFRICAN SOCCER IS AN OPPORTUNITY FOR GUINNESS EXTRA STOUT

CAF
WORLD CUP
QUALIFIERS

WORLD CUP QUALIFIERS*
SEPTEMBER 1 - NOVEMBER 16

CLICK

SCHEDULE / INFO

AFRICA
CUP OF
NATIONS

AFRICA CUP OF NATIONS*
JANUARY 9 - FEBRUARY 6

CLICK

SCHEDULE / INFO

GES CONSUMERS WILL BE WATCHING!

* Guinness Extra Stout is not affiliated with or a sponsor of the World Cup or Africa Cup of Nations

LEVERAGE GES DIGITAL ASSETS IN ACCOUNTS

MAKE OUR TRADITION YOURS.

 **GUINNESS
EXTRA STOUT**



PLEASE ENJOY RESPONSIBLY.
GUINNESS Extra Stout. Imported by Diageo Beer Company USA, New York, NY.

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GUINNESS IS GROWING FASTER [+7.5%] THAN THE TOTAL BEER [-1.2%] AND TOTAL IMPORT BEER [+5%] CATEGORIES!¹

<click to download>

DATAPPOINTS

- Guinness performance as an overall brand
 - Dollars: \$183.6MM +7.5% vs YA
 - ROS: \$66.3K +7.4% vs YA
 - Guinness growing faster [+7.5%] than total beer [-1.2%] and total import beer [+5%] categories
- GES performance as an overall brand
 - Dollars: \$68.9MM +4.1% vs YA
 - ROS: \$31.7K +5.3% vs YA
 - Top two selling Stout brands are Guinness – Guinness Draught #1 [\$104MM] Guinness Extra #2 [\$68.9MM]
 - Top three selling Import Stout brands are Guinness - Guinness Draught #1 [\$104MM] Guinness Extra #2 [\$68.9MM] Guinness Nitro Cold Brew #3 [\$4.5MM]
- GES 6pk performance
 - Dollars: \$42.2MM +1.6% vs YA
 - ROS: \$23.3K +3.2% vs YA
 - GES 6PK #1 top selling [\$42.2MM] Import Stout Item
 - GES 6PK growing faster [+3.2] than total 6PK beer [-3.4%]
- GES 22oz Bopper
 - Dollars: \$9.9MM +3.8% vs YA
 - ROS: \$18.5K +11.3% vs YA
 - GES #1 top selling [\$15.7MM] Import Stout Single Item
 - GES 22oz Bopper #1 top selling [\$9.9MM] Stout Single Item