



A CLASSIC LOOK AND POISED DRIVE SALES



The SITUATION

- Consumers are increasingly drawn toward imported beers as interest in old-world authenticity grows¹
- Import Lagers (+9%) and “Better Beer” Lagers (+11%) are outpacing the Total Lager Category (+4%) in dollar growth²
- HARP Lager ROS growth is up vs YA (+16%), outpacing the total Lager category ROS (+7%) – *and* 12pk ROS growth is up +10% vs YA!²

The PACKAGING

- Clearly calls out IMPORTED FROM IRELAND and capitalizes on trends by taking inspiration from HARP retro packs
- Recognizable to Irish-American drinkers and appealing to new recruits
- Leverages research-driven Guinness packaging and includes aroma and tasting notes



Aroma

Fruity nose with hint of malt

Flavor

Clean and crisp – slightly bitter upfront, hints of malt and citrus hops

ABV 4.5% IBUs 21 / SRM 3.3

PLEASE DRINK RESPONSIBLY

HARP Lager. Imported by Diageo Beer Company, USA. New York, NY

Source: 1. Mintel US Beer Report, Oct 2019; 2. Nielsen Total US XAOC+CONV+LIQ L52WE 06.13.2020



ON-PREMISE SALES & PROFITS WITH A CLASSIC LOOK!



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The TAP HANDLE

- Clearly calls out IMPORTED FROM IRELAND and capitalizes on trends by taking inspiration from HARP retro packs and colors
- Recognizable to Irish-American drinkers and appealing to new recruits



PROFIT ANALYSIS FOR DRAUGHT BEER

Cost per Keg:	\$ _____
No. of oz per Keg:	1,984
No. of 16oz Pints per Keg:	124
Cost per 16oz Pint:	\$ _____
No. of 20oz. Pints per Keg:	99
Cost per 20oz pint:	\$ _____

Price per Pint

Cost per Pint

Net per Pint

Net per Keg



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