



# ONE ICONIC BRAND. FOUR GREAT BEERS.

ORIGINAL

EASY

EXTRA

NON-ALC

Our ambition is clear. To recruit and connect the next generation of 21 to 25 year-old beer drinkers.

How? By creating exciting beverages that meet the shifting lifestyle needs of this diverse, ever-changing generation.



	<b>ORIGINAL</b>	<b>EASY</b>	<b>EXTRA</b>	<b>NON-ALC</b>
<b>Role/Objective</b>	Trusted individual no-nonsense lager	Easy drinking beer with less calories	A full-bodied, higher ABV lager	An authentic brew to drink when not drinking
<b>Alcohol by Volume</b>	4.74% ABV	3.8% ABV	6.5% ABV	0.5% ABV

## TARGET



## PRICE

All Pabst Blue Ribbon beers will be line-priced.

## RETAILER ASK & BENEFIT

Feature the full portfolio of Pabst Blue Ribbon beers in the front section of the store or in a power aisle near the cooler. Display on shelf at eye-level next to craft or in the premium beer section.



Increase traffic by appealing to a new shopper demographic.



Pabst Blue Ribbon Shoppers are 12x more likely to also buy craft beer. Increase basket ring by cross-promoting Pabst Blue Ribbon beers with craft and premium brands.

## RETAIL IMAGES



**ORIGINAL**



**EASY**



**EXTRA**



**NON-ALC**