

What is Bud Light Platinum?

Product profile	A unique 6%ABV light golden lager that is triple-filtered to deliver the signature smooth Bud Light finish . <i>(3.2 version of beer is also available)</i>
Point of Difference	A distinctively smooth 6.0% ABV light beer in a unique cobalt blue bottle
Shelf life	180 days, Julian Dating
Consumer Target	21-34 year old Trendseeker & Aspirer consumers who are seeking distinctively savvy yet unpretentious brands.
Need State	Perfect for consuming with friends in higher end occasions (Party Time & Proving Myself)

