



Bud Light Lime Grape-A-Rita Launches as New Full-Time Variant to Replace Raz-Ber-Rita!

We are excited to introduce Bud Light Lime Grape-A-Rita as a new core Rita offering in Spring 2017 to replace Raz-Ber-Rita. In 2016, the Ritas family piloted a new flavor, Grape-A-Rita, in three states to gauge flavor performance in-market. Based on the successful pilot and continuous consumer demand, we are excited to expand Grape-A-Rita to the rest of the country as a new full-time flavor!

Grape-A-Rita will be available in 8% ABV, as well as 6% ABV.

TARGET CONSUMER

Fun loving, social women looking to let go with a delicious, flavorful drink

STR

3/6/2017

Packages: 8oz 12pk Sleek Can
16oz 4pk Can
25oz Single Can

RECOMMENDED PRICING

At parity to Bud Light Lime Rita Family

RECOMMENDED SHELF PLACEMENT

Shelf with Bud Light Lime Rita Family

MEDIA SUPPORT

Bud Light Lime Grape-A-Rita will be supported under the Rita Family plan in 2017 – with investment in TV, Digital, Experiential and Sampling

DISPLAY ADJACENCIES

Display with Bud Light Lime Rita Family

24/8 CAN CASE



12/8 CAN PACK



8 OZ CAN



16 OZ CAN



25 OZ CAN



ENJOY RESPONSIBLY

© 2017 Anheuser-Busch, Inc. All rights reserved. Bud Light Lime Grape-A-Rita is a trademark of Anheuser-Busch, Inc. 12oz, 16oz, 25oz. 8% ALC/VOL. The amount of alcohol in this product varies by region. The alcohol content may vary slightly from the information provided on the label.