

# TRADE CRAFT BEER DRINKERS UP TO SOME BIG BEERS

One of the Fastest Growing and More Profitable Segments of the Craft Beer Category



- Craft beer drinkers are looking for a higher end craft beer with a bigger drinking experience.  
- Big Beer 4pks have grown over 20% in the past year<sup>(1)</sup>
- Big Beers are Craft beers that are higher in alcohol and more intense in flavor, and are more profitable given their higher price point.
- Craft beer drinkers continue to look for variety from brands with consistent quality<sup>(2)</sup>
- As the Craft Beer leader, Samuel Adams provides the unique opportunity to not only capture existing share of the Big Beer segment but also bring new drinkers to this segment

(1) Source: IRI, Total US Food, Case Sales, 52 weeks ending 11/02/08 (2) 2007 Beer Shopper Behavior Study, conducted by Mass. Inc.



## SAMUEL ADAMS® DOUBLE BOCK

Brewed by monks since the 13th Century, these rich lagers are still some of the biggest and most sophisticated beers around, and our *Samuel Adams* Double Bock is no exception. Its deep mahogany color and velvet smooth flavor and mouth feel is a testament to the beer's high quality two-row malted barley.



## SAMUEL ADAMS® IMPERIAL STOUT

*Samuel Adams* Imperial Stout is our take on the traditional Russian Imperial Stouts first brewed by 18th century English breweries for the Russian Imperial Court of Catherine II. Imperial in stature and bigger than your average stout, *Samuel Adams* Imperial Stout is a colossal beer.



## SAMUEL ADAMS® IMPERIAL WHITE

*Samuel Adams* Imperial White expands the boundaries of the witbier style. While the beer delivers traditional witbier aromas and flavors of orange and coriander, it sustains a bigger mouthfeel and body that hides in its hazy appearance. Refreshing yet robust, this is an incredibly drinkable beer that can be enjoyed throughout the entire year.



Samuel Adams Imperial Stout  
Bottle



Samuel Adams Imperial Stout  
4-pack



Samuel Adams Imperial Stout  
Mother Carton



Samuel Adams Double Bock  
Bottle



Samuel Adams Double Bock  
4-pack



Samuel Adams Double Bock  
Mother Carton



Samuel Adams Imperial White  
Bottle



Samuel Adams Imperial White  
4-pack



Samuel Adams Imperial White  
Mother Carton