

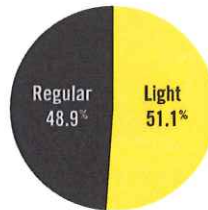
NEW

the right lite for big profits

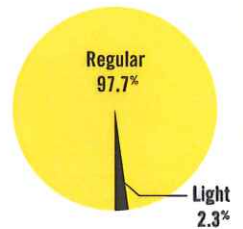
Introducing mike's lite
hard lemonade:
3 reasons to stock up now:

1 LIGHT PABS = HUGE POTENTIAL

Total Beer Sales*



Total PAB Sales*



New mike's lite hard lemonade®
is poised to drive huge incremental \$\$
to the PAB segment.

2 FINALLY A GREAT TASTING LIGHT

- Light, crisp refreshing taste
- All natural flavors & sweeteners
- And still less calories than the leading light beer**

3 GLUTEN-FREE OPPORTUNITY

25 million consumers buy gluten-free
products. Finally, they'll have a
convenient adult beverage to put
in the cart!