

The Beer that Made Schlitz #1 is Back!

SCHLITZ CLASSIC 1960s FORMULA

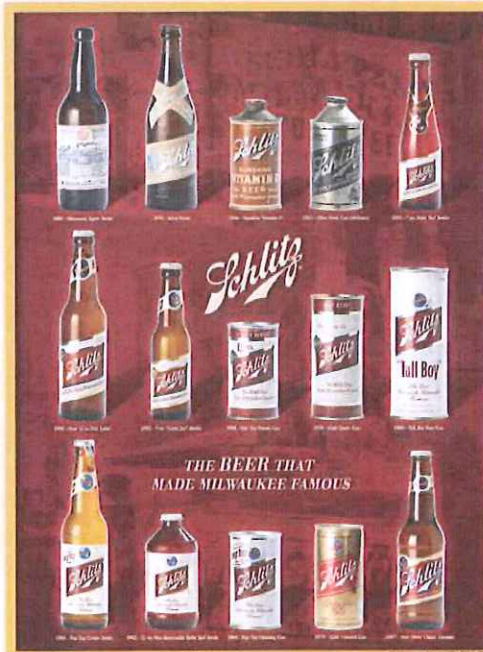
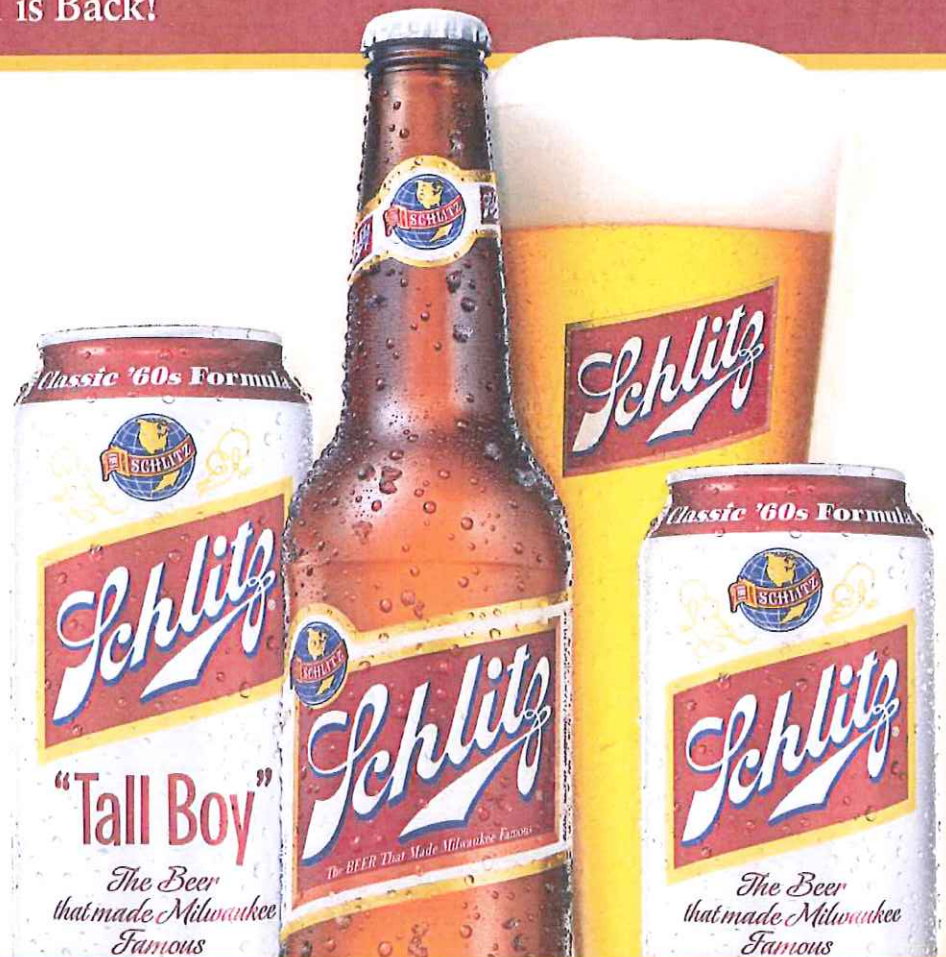
THE STORY:

Circa 1950s and 1960s

- American lagers were fuller tasting, they had more hop flavor and aroma, were maltier, fuller bodied and were balanced with a higher hop bitterness.
- Schlitz was the #1 or #2 selling beer through out the 1950s, 1960s, and 1970s.
- The “Beer Wars” ensued, and many beers were made to be lighter to broaden appeal.

Today

- Many mega-selling American lagers have become lighter in body, flavor and consequently less bitter.
- American beer tastes are changing. A growing segment of the American beer market is looking for fuller, better tasting, more interesting beers and styles. This is certainly true of the growing segment of craft beer drinkers but it is also true among a segment of American-style lager drinkers who just want a more satisfying beer drinking experience but don't necessarily want an import.
- Enter Schlitz Classic 1960s Formula. Schlitz Classic is not striving to be the best selling beer in America but instead is striving to be the best tasting American-style lager in America. We're doing that by bringing back the great Schlitz beer flavor by reintroducing the formula that made Schlitz the best selling beer in America in the '50s and '60s.



Leader in Packaging Innovation

- First brand to put beer in a brown bottle to protect the product from sunlight.
- First pop-top can
- First “Tall-Boy” can

RESULTS WITH GUSTO

Milwaukee (2010)

- On-Premise Depletions +10.4% vs. YAG
- #6 Beer brand in Milwaukee Grocery ahead of Miller Chill and Blue Moon.

10.4% 

Chicago (2010)

- On-Premise Depletions +24.9% vs. YAG
- Off-Premise Depletions +25.4% vs. YAG

25.4% 