



MGD® 64 PROFILE

BRAND OVERVIEW

MGD® 64, with only 64 calories and 2.4 carbs, is the perfect choice for consumers striving to maintain a sense of balance throughout their busy lifestyles. No other beer has fewer calories or carbs. It is available nationally.*

BRAND PERSONALITY

For calorie-conscious social drinkers who don't want to give up taste, MGD 64 delivers light, crisp, fresh-from-the-tap taste with only 64 calories.

TARGET CONSUMER

MGD 64 consumers are 25- to 49-year-old men and women who are looking for time out from their hectic and busy lifestyles.

FACTS AND FIGURES

- MGD 64 has only 64 calories, 2.4 carbs, per 12-ounce serving.
- By comparison:
 - Bud Light® has 110 calories and 6.6 carbs
 - Heineken® Light has 99 calories and 6.8 carbs
 - Amstel Light® has 95 calories and 5.0 carbs
 - Michelob Ultra® has 95 calories and 2.6 carbs
- MGD 64 is a lighter alternative to other drinks as well:
 - A 6-ounce glass of red wine contains 128 calories—twice the amount that's in MGD 64
 - A 6-ounce gin and tonic contains 172 calories—almost three times as many calories as in MGD 64
 - A 6.5-ounce margarita contains 246 calories—nearly four times the calories of one MGD 64

KEY SKUs

(VARIES BY REGION)

- Grocery
 - 12-pack bottles
 - 24-pack cans
 - 18-pack cans
- Convenience Store/Liquor
 - 6-pack bottles
 - 12-pack bottles
- On-Premise
 - 12-ounce bottles
 - Draft

*except Colorado



Miller
GENUINE
Draft 64 Light

Boyfriends might lie
but numbers never do

See for yourself how MGD 64 weighs against the competition.	
MGD 64	= 64 calories, 2.4 carbs
Red Light®	= 120 calories, 4.8 carbs
Michelob Ultra™	= 95 calories, 2.8 carbs
Amstel® Light	= 95 calories, 2.8 carbs
Heineken® Premium Light	= 90 calories, 2.6 carbs
Class of White Wine Beer	= 90 calories — almost 2x the calories of 1 MGD 64
Class of Red Wine Beer	= 120 calories — 2x the calories of 1 MGD 64
Vanilla & Cranberry & Sea	= 175 calories — 2.7x the calories of 1 MGD 64
Coke & Tonic Beer	= 170 calories — almost 3x the calories of 1 MGD 64
Margarita & Sea	= 240 calories — almost 4x the calories of 1 MGD 64
Dequaint & Sea	= 304 calories — 5x the calories of 1 MGD 64

64 calories
As light as it gets™



Miller
GENUINE
Draft 64 Light

This year,
I'm cutting
calories

*Bring out the
MGD 64!*

As light as it gets™

BRAND CHARACTERISTICS

- MGD® 64 has a bright, golden yellow appearance with a clean aroma. It finishes crisp and clean.
- MGD 64 is the only light beer to be cold-filtered for fresh from the tap taste.
- Bitterness units—5.0.

KEY COMPETITORS AND DIFFERENTIATION FROM THE COMPETITIVE SET

- Key competitors are Michelob Ultra®, Bud Light®, and Bud Select™.
- The key differentiation of MGD 64 is that it is the lowest-calorie/carb beer available—"MGD 64 is as light as it gets."

KEY PROGRAMMING INFORMATION

- Robust national media support.
- Fully integrated Above the Line and Below the Line support during relevant time frames: New Year's, spring, holiday.
- Alliances with various partners to drive relevance, trial, and advocacy: *Shape®*, *Men's Fitness®* and *Active.com*.
- Official Beer Sponsor of the Rock 'N Roll Marathon Series.

BRAND SENSORY INFORMATION

- Appearance—Golden and bright
- Aroma—Low to moderate fruity aroma with a slight hoppy note
- Taste—Fruity with a rounded malty flavor and a light body
- Finish—Low bitterness and little aftertaste