



## MILLER CHILL® PROFILE

### BRAND OVERVIEW

- Launched in 2007, Miller Chill is a refreshing light beer with a unique lime taste and a Latin vibe all its own.
- In summer 2009, Miller Chill will be reformulated to have only 100 calories.
- With Miller Chill, we are giving American beer drinkers a new twist on refreshment that can be enjoyed with friends and family during many different occasions, including outdoor gatherings such as backyard BBQ's, patios, ballparks, beaches, boats, and pools.

### BRAND PERSONALITY

- Miller Chill's Latin inspiration and product characteristics reflect the brand's personality; which is energetic, vibrant, and spontaneous.
- This energy and vibrancy comes to life through the brand's packaging, visual ID, and advertising.
- All deliver against its positioning as the light beer with a Latin vibe.

### TARGET CONSUMER

- The primary consumer is the Modern Sophisticate. They are Caucasian women and men, aged 21–27. Miller Chill heavily over indexes with women.
- They believe brands and types of drinks say a lot about someone, and they tend to drink outside the beer category more than any other group.
- They are actively social and always looking for a change of pace.
- The flavor profile, 100 calorie count, and worthwhile status of Miller Chill attracts this group.

### FACTS AND FIGURES

- Miller Chill was selected as one of *Market Watch*® magazine's hot brands of 2007.
- Miller Chill capitalizes on the influence of the Latinization of mainstream American brands.

### KEY SKUs

- 6-pack bottles
  - Occasion—trial, change of pace to other beers
  - Channel—c-store, supermarkets, liquor stores
- 12-pack bottles
  - Occasion—backyard BBQs and patios
  - Channel—supermarkets and large-format

### OTHER SKUs

- 12-pack cans
  - Occasion—outdoor concerts, ballparks, boating, beach, and pool
  - Channel—large-format and on-premise



#### BRAND CHARACTERISTICS

- Miller Chill contains 100 calories and 4.0 grams of carbohydrates per 12-ounce serving.
- Bitterness units—4.5.

#### KEY COMPETITORS AND DIFFERENTIATION FROM THE COMPETITIVE SET

- Bud Light® Lime
  - Miller Chill has 16% fewer calories and half the carbohydrates (Bud Light Lime has 116 calories and 8 grams of carbohydrates)
  - Miller Chill has a more natural and fresh lime flavor while Bud Light Lime has a more sweet candy-like lime flavor
  - Miller Chill has an effervescent and crisp finish with no aftertaste and complements food well. Bud Light Lime has a mouth-lingering affect that can affect the taste buds
- Corona Extra
  - Miller Chill is about active refreshment, while Corona is more about passive relaxation
  - Corona has almost 50% more calories than Miller Chill and more than triple the carbohydrates (Corona has 148 calories and 14 grams of carbohydrates)

#### KEY PROGRAMMING INFORMATION

- Cinco de Mayo.
- T2 Celebrate Summer—strategically placed 8- to 10-case displays with cross-merchandising.
- T3 Thematic POS.