



GREAT TASTE. LESS FILLING.®

## MILLER LITE® PROFILE

### BRAND OVERVIEW

- When Miller Lite came along in 1975, its distinctly masculine brand voice made a promise to never compromise on taste.
- Other brands of light beers emerged soon after, and though they helped to establish the popularity of light beer by being easy to choose and just as easy to drink, they have asked people to compromise on taste.
- Miller Lite takes a stand against the everyday compromises that men have made in their beer choices and for themselves.
- With Miller Lite, there's no need to settle for less, because if you are choosing based on taste, Miller Lite is Triple Hops Brewed™ for Great Pilsner Taste.

### BRAND PERSONALITY

- The Miller Lite brand voice is authoritative, charismatic, and disarming.
- Miller Lite speaks with the confidence of a guy who knows what he's talking about and has the disarming candor of one who doesn't take himself too seriously.
- He's a born leader who's a guy's guy and sets the standard, the pace, and the tone for his friends.

### TARGET CONSUMER

- Key beer drinkers (6+ beers a week) who value and like their beer and what surrounds it—the taste, the occasions, and the male bonding.
- They don't want to compromise on real beer taste because they know what makes a good beer.

### FACTS AND FIGURES

- Miller Lite is Triple Hops Brewed™ using one variety of hops (Galena) in three forms, added at three different times in the brewing process, with each step adding to the great taste of Miller Lite.
- Miller Lite created the beer industry's low-calorie category and remains the classic example of a premium American light lager.
- Miller Lite is the only beer to win four gold awards at The World Beer Cup® for best American-Style Light Lager, in 1996, 1998, 2002, and 2006.
- In 2003, Miller Lite won the silver medal at the Great American Beer Festival® for American-Style Light Lager.

### KEY SKUS

- Grocery/Liquor Stores
  - 24-pack cans
  - 18-pack cans
  - 12-pack cans
  - 18-pack bottles
  - 12-pack bottles
- Convenience Store
  - 24-ounce can (Single-Serve)
  - 18-pack can
  - 12-pack can
  - 12-pack bottle
- On-Premise
  - Draft
  - 12-ounce bottle



### BRAND CHARACTERISTICS

- Triple Hops Brewed™.
- Great Taste. Less Filling.
- Miller Lite® contains 96 calories, 3.2 grams of carbohydrates, and 4.2% alcohol per 12-ounce serving.

### BRAND SENSORY INFORMATION

- Appearance—Golden and bright
- Aroma—Low to moderate with a clean, fruity, and malty scent
- Taste—Well-balanced flavor with a malty note, low bitterness, and a light body
- Finish—Crisp, smooth finish with little aftertaste

### KEY COMPETITORS AND DIFFERENTIATION FROM THE COMPETITIVE SET

- Top Premium Light brands are Bud Light®, and Coors Light®
- Top Above Premium Light brands are Corona Light®, and Heineken Light®.
- For more than 35 years, Miller Lite has told consumers that it has great taste, and finally, the brewery is revealing the secret of its unique brewing process – triple-hop brewing.
- Brand essence is “Taste Greatness.”

### KEY PROGRAMMING INFORMATION

- Miller Lite will continue to drive new news through innovations that support our positioning of Taste Greatness.
- Miller Lite sponsors teams in the NFL, NBA®, MLB®, and NCAA® and is the sponsor of the NASCAR® Miller Lite #2 Dodge, driven by Kurt Busch.
- Football promotions align with the #1 Worldwide Leader in Sports, ESPN®.
- 360° programming for summer, football, and holidays.
- Local activation plans created to leverage local-market insights and opportunities.