



GUINNESS EXTRA STOUT IN SINGLE SERVE CANS!

THE #1 SINGLE SERVE STOUT NOW IN THE #1 FORMAT

THE SITUATION



- The Stout Segment is forecasted to hit its HIGHEST SALES in 2018¹ and growing 4x faster than Total Beer² - *5x faster in C-store!*³
- Single Serve is the fastest selling format in Stouts (\$672K sales per MM ACV)²
- GUINNESS EXTRA STOUT is the #1 selling Single Serve Stout nationally with growth across Dollars (+5%), Units (+6%) and ROS (+19%)²

Open new occasions for Guinness consumers where Draught cannot play: concerts, beach, festivals, sports games, outdoor events

Reach new consumers: Craft cans are +36% (Vol % Chg)² as Craft Beer drinkers want larger format in convenient, light containers⁴

THE IDEA

INTRODUCE GUINNESS EXTRA STOUT SINGLE SERVE CANS TO UNLOCK INCREMENTAL SALES AND PROFITS

Accounts carrying both 19-20oz bottles *and* 19-20oz cans see **+24% higher category dollar sales** on average vs. accounts that don't⁵!



Source: 1. Nielsen - Total Us xAOC+Conv+Liq, YOY 2017; 2. Nielsen - Total Us xAOC+Conv+Liq, L52WK 10/06/18; 3. Nielsen - Total US Conv, L52WK 10/06/18 4. "GES Packaging Research" by ZCV for Guinness US, May 2014; 5. Nielsen - xAOC Retailers CTA, L52 WE 10/06/18



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Deliver value to current WIWA GES consumers that are looking looking for “bang for their buck”⁴

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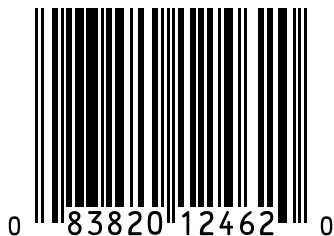
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Suggested retail price: \$2.79



19.2oz. / Can



19.2oz. Can / Shipper

	US
Brand Name	Guinness Extra Stout in Can
Size	568ml
SAP Code	753366
Can UPC	083820124620
Shipper SCC	083820124637
Proof/%ABV	5.6%
Cans per Carton	24
Cases Per Tier	10
Tiers Per Pallet	7
Cases Per Pallet	70
Case Weight (lbs)	13.2kg
Full Pallet Weight (lbs)	952 kg (incl pallet)
<i>Tray Dimensions</i>	
Case Length	406mm
Case Width	275mm
Case Height	190mm
<i>Can Dimensions</i>	
Can Length	66.3mm
Can Width	66.3mm
Can Height	188.09mm
<i>Carrier Dimensions</i>	
Carrier Length	n/a
Carrier Width	n/a
Carrier Height	n/a