



# FOSTER'S®



## FOSTER'S® PROFILE

### BRAND OVERVIEW

Foster's lager is Australian for Beer® in the U.S. and in more than 150 other countries. Foster's was first brewed in Australia in 1888 by two brothers who dreamed of making a new kind of beer for the colonies. The taste of Foster's lager the brothers created more than 100 years ago is still preferred among today's Above Premium drinkers. Foster's is brewed in the U.S. at MillerCoors under the close supervision of Foster's Australia

### BRAND PERSONALITY

This classic Australian icon is a beer with a full-flavored yet refreshing taste. It is ideally positioned as a trade-up for Budweiser® drinkers who want to step up in quality and taste without the pretentiousness of an import. The brand's marketing campaign reinforces Foster's as an approachable and down to earth import

### TARGET CONSUMER

The Foster's consumer target are males 25-34 who want to stretch themselves and try new things, but aren't totally comfortable with leaving their comfort zone. They want to step up to another full cal beer without seeming pretentious

### FACTS AND FIGURES

- The Oil Can™ is the very essence of fun down-under style. Big, bold, and unique, it's America's best-selling singles import in the Grocery channel and the number two selling singles import in C-Store<sup>1</sup>
- Foster's lager has 145 calories, 11.4 grams of carbs, and 5% alcohol by volume per 12-ounce serving

### KEY SKUs<sup>2</sup>

- Oil Can—77%
  - Bottle—12%
  - Draft—8%
  - Small Can (12oz)—3%
- Grocery
- Oil Can (Lager and Premium Ale)
  - 12-pack Bottles
  - 6-pack Bottles
  - Small Can
- Convenience Store/Liquor Store
- Oil Can (Lager and Premium Ale)
  - 12-pack Bottles
  - 6-pack Bottles
  - Small Can
- On-Premise
- Draft
  - Oil Can (Lager and Premium Ale)





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## BRAND CHARACTERISTICS

- Foster's® is exclusively brewed with Pride of Ringwood hops imported from Australia. These hops in combination with an exclusive Foster's yeast are what give the brand its bold, refreshing taste.
- Bitterness units—18.0

## BRAND SENSORY INFORMATION

- Appearance—Golden and bright
- Aroma—Moderate aroma with a slightly fruity, malty note and a piney hop accent
- Taste—Malty with a low to moderate body
- Finish—Crisp, dry finish

## KEY COMPETITORS AND DIFFERENTIATION FROM THE COMPETITIVE SET

- Budweiser and Heineken single-serve 24-ounce cans are the main competition for the Oil Can
- Foster's key differentiation is its unique oil can packaging and Australian heritage

## KEY PROGRAMMING INFORMATION

- Foster's is backed by heavy TV advertising that is 100% dedicated to Singles. The brand unveiled a refreshed Australian for Beer campaign in 2012
- Foster's 360 degree T2'12 Program is the "Aussie 6pk" (3 Oil Cans are the Aussie version of a 6pk!) which exploits the existing consumer behavior of multiple Oil Can purchases at one time<sup>3</sup>

## Other Brands Available

- Foster's Premium Ale (FPA) represents 19% of the franchise. It is only available in the Oil Can. FPA boasts a brilliant amber color; a dense, creamy head; a nice balance of malt, unique hop flavor, and a smooth caramel finish
- FPA has 146 calories, 11.4 grams of carbs, and 5.5% alcohol by volume per 12-ounce serving