

ICEHOUSE PROFILE

BRAND OVERVIEW

- Icehouse® is America's first domestically brewed ice beer, introduced in 1993. It is ice brewed below freezing resulting in the formation of actual ice crystals delivering the bold, never watered down taste that you can enjoy each time you drink an ice cold Icehouse®.

BRAND PERSONALITY

- Icehouse says it like it is — Never Watered Down.

TARGET CONSUMER

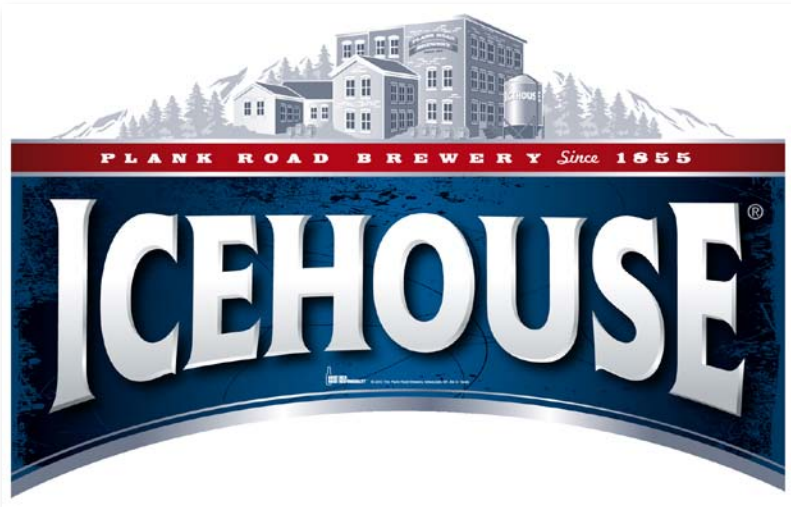
- Males, aged 21–27, who are beer-centric, down-to-earth, masculine, and unapologetic.

FACTS AND FIGURES

- Icehouse took home the gold medal for American-Style Specialty Lager at The World Beer Cup® in 2006 and the silver in 2002.
- At the Great American Beer Festival®, Icehouse won the gold in 2007 and 2003, the silver in 2006, and the bronze in 2005 for
- It also won the bronze in 1994 for American-Style Dry Lager.

KEY SKUs

- Grocery
 - 12-pack bottles
 - 18-pack cans
 - 24-pack cans
 - 30-pack cans
- Convenience Store and Liquor Store
 - 12-pack bottles
 - 12-pack cans
 - 18-pack cans
 - 24-ounce can
- On-Premise
 - 12-ounce bottles



BRAND CHARACTERISTICS

- Icehouse® contains 132 calories, 8.7 grams of carbohydrates, and 5.5% alcohol by volume per 12-ounce serving.

BRAND SENSORY INFORMATION

- Appearance—Golden and bright
- Aroma—Low to moderate aroma with slight estery note and a low to moderate hop character
- Taste—Strong with a low to moderate bitterness and a medium body
- Finish—Smooth finish

KEY COMPETITORS AND DIFFERENTIATION FROM THE COMPETITIVE SET

- Key Competitors are Budweiser®, Bud Ice®, Busch® Franchise, and Natural Ice®.
- The Icehouse differentiation is that it is brewed to intent, and it is the original domestic Ice beer.

KEY PROGRAMMING INFORMATION

- Hanging with the guys.
- Game Time.

