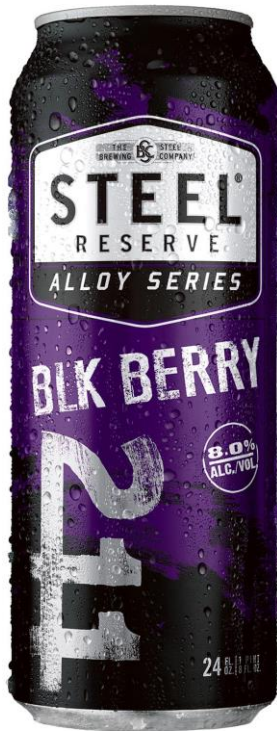




CURIOUS IS CALLING



GET LOST IN A TROPICAL FLAVOR MIX



STEEL RESERVE ALLOY SERIES® PROFILE

BRAND OVERVIEW

- Introduced in 2013, Steel Reserve Alloy Series is the first brand that meets the needs of the economy consumer interested in flavored malt beverages.
- Currently, The Steel Reserve Alloy Series franchise has four flavors:
 - BLK Berry
 - Spiked Punch
 - Margarita
 - Hard Pineapple

TARGET CONSUMER

- 21-27 year old cross-cultural millennial males who like experiencing new things and look to “mix things up” a bit.
- He has a sweet tooth and likes beverages offering variety of flavors to break his daily routine.

BRAND PERSONALITY

- Steel Reserve Alloy Series is the younger, more rambunctious brother to Steel Reserve High Gravity.
- He lives in the “now” and seeks fun in everyday moments.

KEY CHANNELS AND SKUs

- Convenience Stores & Liquor Stores
- 24-ounce can
- 16-ounce cans (4 pack)

KEY COMPETITORS AND DIFFERENTIATION FROM THE COMPETITIVE SET

- Four Loko, Ritas, Ice/Malt
- Differentiation—the only economy FMB line



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UNLEASH A BURST OF LIME FLAVOR

BRAND CHARACTERISTICS

- Steel Reserve Alloy Series™ BLK Berry - 287 calories and 8.0% alcohol by volume per 12-ounce serving.
- Steel Reserve Alloy Series™ Spiked Punch - 287 calories and 8.0% alcohol by volume per 12-ounce serving.

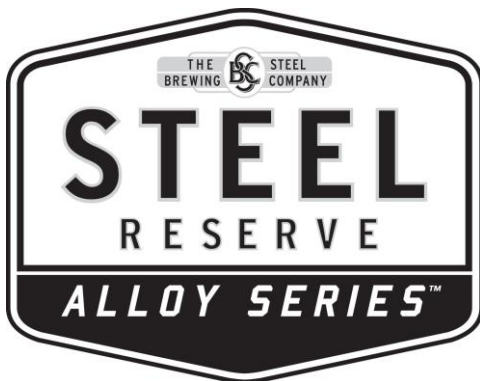
BRAND SENSORY INFORMATION

BLK Berry

- Appearance - Plum-colored liquid with medium carbonation
- Aroma - Fruity, berry scent with citrusy notes
- Taste – Crisp and effervescent; Sweet, blackberry flavor
- Finish - Sweet, slightly lingering finish

Spiked Punch

- Appearance - Deep red with medium carbonation
- Aroma - Fruity, red berries, citrus
- Taste – Crisp and effervescent, balanced sweetness; cherry, orange, strawberry flavors
- Finish - Sweet, slightly lingering finish



BRAND CHARACTERISTICS

- Steel Reserve Alloy Series™ Margarita – calories per 12-ounce serving TBD, 8.0% alcohol by volume
- Steel Reserve Alloy Series™ Hard Pineapple – calories per 12-ounce serving TBD, 8.0% alcohol by volume

BRAND SENSORY INFORMATION

Margarita

- Appearance - Jade green with moderate carbonation and slight haze
- Aroma - Moderate aroma with fresh squeezed lime upfront complimented with salty undertones
- Taste - Moderate body with upfront balanced sweetness followed by sour lime and a tequila finish
- Finish - Light effervescence with pleasant lime aftertaste

Hard Pineapple

- Appearance - Bold fluorescent yellow with moderate carbonation and haze
- Aroma - Moderate aroma with tropical bouquet accentuated with pineapple
- Taste - Moderate body with upfront sweet, ripe pineapple and green notes
- Finish - Light effervescence with pleasant sweet pineapple finish

KEY PROGRAMMING INFORMATION

- New POS
- OOH available on www.millercoorsadnet.com