

# HIGH GRAVITY

THE STEEL  
BREWING



CO  
FOR



## STEEL RESERVE® PROFILE

### BRAND OVERVIEW

- Introduced in 1998, Steel Reserve is the dominant brand in the fast-growing, high-gravity lager category.
- The cans feature a vertical red 211 logo, representing the medieval symbol for steel.
- Steel Reserve is slow-brewed with extra barley and select hops, giving it an exceptionally smooth taste.
- The franchise has three brands: Steel Reserve High Gravity Lager (8.1% alcohol by volume); a lower alcohol by volume version, Steel Reserve High Gravity Lager (6% alcohol by volume); and Steel Reserve Triple Export Malt Liquor (8.1% alcohol by volume).

### BRAND PERSONALITY

- Steel Reserve is modern, intense, and masculine.

### TARGET CONSUMER

- The brand has an edgy and urban skew that resonates with consumers aged 21–27, but unlike malt liquors, it has also won over many rural drinkers. The typical consumer is a c-store single-serve shopper looking for great value for his relax-and-unwind drinking occasions.

### FACTS AND FIGURES

- Steel Reserve was acquired by Miller Brewing Company from McKenzie River Partners in 2006.
- Steel Reserve won a gold medal at The World Beer Cup® in 2008 for American-Style Specialty Lager.

### KEY SKUs

- C-Stores
  - 24-ounce can
  - 40-ounce bottle
  - 12-pack cans
- Supermarkets/Liquor Stores
  - 12-pack cans
- Liquor Stores
  - 24-ounce can
  - 40-ounce bottle
  - 12-pack cans



**BRAND CHARACTERISTICS**

- Steel Reserve® High Gravity lager has 222 calories and 8.1% alcohol by volume per 12-ounce serving.
- Bitterness units—10.0.

**BRAND SENSORY INFORMATION**

- Appearance—Golden and bright
- Aroma—Moderate aroma with a fruity character. Malty with a moderate hop note
- Taste—Full-bodied, malty taste with moderate bitterness
- Finish—Strong

**KEY COMPETITORS AND DIFFERENTIATION FROM THE COMPETITIVE SET**

- Hurricane High Gravity and King Cobra.
- Differentiation—created the HG category

**KEY PROGRAMMING INFORMATION**

- New POS.