



THIRD SHIFT™ AMBER LAGER BRAND PROFILE

BRAND OVERVIEW

- Full of flavor. Easy to drink. That's what we want in a beer. That's what we all want in a beer. That's why we crafted the damn near perfect Third Shift Amber Lager. We finally hit the sweet spot. Third Shift Amber Lager. Full of Flavor. Easy to Drink. Beer done right.
- Third Shift Amber caters to trade-up craft consumers drinkers looking for a bit more flavor, but can also satisfy an experienced beer drinkers desire for complexity
- Refreshed look and feel for 2014
- It has won gold medals in two major beer festivals in the Marzen Style category



BRAND PERSONALITY

- Third Shift believes that a beer can be both flavorful and easy to drink. In fact, the Third Shift brewers won't make their beers any other way!

TARGET CONSUMER

- LDA-35 beer drinking males who want to safely experiment outside their comfort zone.



SKUs: 6-pack, 12 oz. bottles; 12-pack, 12 oz. bottles; 4-pack, 16 oz. can; 1/2 BBL; 1/4 BBL



BEER CHARACTERISTICS

- Third Shift is Brewed with a mix of Moravian and Munich malts balanced by Taurus and Spalt hops
- 5.3% alcohol by volume, 21 IBUs and 182 calories per 12-ounce serving

KEY COMPETITORS & DIFFERENTIATORS

- Leading Amber-style beers, such as Sam Adams Boston Lager®, Shiner Bock®, New Belgium Fat Tire®, Yuengling Traditional Lager
- Over-indexes with Shock Top Belgian White®
- Differentiated on National-level support, price and gold medal awards

KEY PROGRAMMING INFORMATION

- Year-round program materials are available via Graphic Library for a consistent look at the retail POS
- Media through AdNet – Advertising materials (TV, print, OOH, and radio) available to strengthen promotional support in local markets

