



MILLER LITE

Miller Lite may have a new, blue look, but its classic taste consistently earns praise. Introduced nationally in 1975, Miller Lite created the beer industry's low-calorie category and remains the classic example of a premium American light lager. Miller Lite is specially brewed from the finest malted barley, select cereal grains and choicest hops for superior taste in a less-filling beer. It contains 96 calories per 12-ounce serving. Miller Lite won gold medals in the American-Style Light Lager category at the 1996, 1998 and 2002 World Beer Cup® competitions. Miller Lite customers are considered socially active men and women, 21-27, driven by a desire to “connect” with others. Miller Lite is available nationwide.



MILLER GENUINE DRAFT

Award-winning Miller Genuine Draft, introduced nationally in 1986, is the original cold-filtered packaged draft beer brewed using Miller's exclusive Cold-Filtered™ process. It is not heat-pasteurized. Miller Genuine Draft won the gold medal in the American-Style Premium Lager category at the 1999 Great American Beer Festival™. The brand earned the silver medal in the same category at the 1992, 1997 and 1998 Great American Beer Festivals. It also received the silver in the American-Style Premium Lager category of the 1998 World Beer Cup competition.

Miller Genuine Draft customers are considered socially adventurous and typically males age 21-27.



FOSTER'S LAGER

Foster's Lager is "Australian for Beer" in the U.S. and more than 150 other countries. Foster's was first brewed in Australia in 1888 by two American brothers who dreamed of making a new kind of beer for the colonies. The taste of Foster's Lager they created over 100 years ago is still preferred among today's import drinkers. In a recent blind taste test, Foster's scored better than or on par with the top two U.S. imports. Foster's signature "Oil Can" package is America's number one import single-serve package. (Source: ACNielsen 2002 Supermarket Volume)

Foster's Lager consumers are confident, self-reliant, 21-27 year-old male import drinkers who purchase 60% of their beer on-premise. Like Aussies, they enjoy energetic outdoor activities, particularly at the beach.



LEINENKUGEL'S SUNSET WHEAT

Sunset over a Northwoods lake. It's a moment that's impossible to put into words. So instead, Leinenkugel's captured it in every handcrafted batch of Leinenkugel's Sunset Wheat, the specialty brewer's new year-round brew.

Sunset Wheat is brewed with 35% malted wheat, balanced with pale barley malt and spiced with cluster hops and natural flavors. Typical of wheat beers, Sunset Wheat has a golden hazy appearance. It offers a slightly fruity and citrus character, complemented by the gentle spiciness of coriander, and ends with a crisp clean finish. Garnish with an orange for extra refreshment.



SPARKS

Sparks created the caffeinated alcohol beverage segment. Flavored with ginseng, guarana and taurine, the brand is known for its tart citric taste. Sparks is packaged in silver and orange 10 and 16 ounce aluminum cans, with SPARKS in orange lettering running vertically on the can.

Sparks contains 6.0% alcohol by volume and is available nationwide.



PERONI NASTRO AZZURRO

In 1846, Francesco Peroni broke away from his family's pasta business and became a "maker of beer" in Vigevano, Italy. By the turn of the century the brewery had moved to Rome, where Peroni would become the first Italian brewer to apply the method of bottom fermentation. After a period of exceptional growth, Birra (Italian for "beer") Peroni became the most important brewery in Italy.. Birra Peroni has remained dedicated to investing in state-of-the-art brewing technology. For more than 150 years, Birra Peroni has combined modernity with tradition. Five generations of the Peroni family have placed their trust in this strategy, and we at Miller are proud to carry the torch as we import the #1 premium Italian lager into the United States!

Peroni Nastro Azzurro is a bright, blonde beer with clarity achieved through a unique brewing process, which make it an ideal food accompaniment.

Peroni features a slim bottle design, embossed letters and metallic label giving it a truly premium look.

Peroni consumers are urban, upscale, educated 25-39 males/females. They seek European flavor in beer, but also want refreshing, drinkable taste that they can enjoy through the night. Peroni helps express the consumer's sophistication and upscale taste in beverages.