

IMPORTED  
FROM ENGLAND

# THE CREAM OF MANCHESTER

## KEY SELLING POINTS



### THE IMPORT CATEGORY CONTINUES TO GROW

- Overall European imports grew at +11.3%\*
- With exports of over 731,585 cases in 2006, Boddingtons English Pale Ale has experienced solid organic growth of 3.2% (bbls)\*

\*Source: IRI, Total US – FOOD, 52 Weeks Ending Dec. 31, 2006

### KNOWN THROUGHOUT THE WORLD

- English Pale Ale 1st brewed in Manchester in 1778
- One of the UK's most loved & best known ales, now enjoyed in over 30 countries\*\*

### THE DRAUGHT FLOW SYSTEM

- Boddingtons was one of the first beers to use the Draught Flow System technology
- Plastic, nitrogen-filled ball or widget helps the carbon dioxide already dissolved in the beer form additional tiny bubbles, which keep the head stable and make it as close to a draught draw as possible

\*\*Source: Boddingtons Export Brand Manual 2006, Published by Export Brands, InBev UK Ltd. 2006

### THE CREAM OF MANCHESTER

- Honey golden, medium-bodied pale ale
- Famous worldwide for its rich, bright white creamy head
- Medium-bodied slightly sweet flavor and pleasant aftertaste

### PROFITABLE

- Supported by a full line of marketing and advertising materials that are designed to grab the consumer's attention and support import pricing
- Targeted at consumers who value authenticity and distinctiveness
- High-end/import margins

