



BUDWEISER GRILLING BBQ GRILL & PATIO FURNITURE CROSS MERCH OFFER



Offer Description

Promo Valid: April 1 - May 31, 2010
Display Target: Lobby, High Traffic & General Merchandise Locations

Save Up To \$25.00 via Mail-in Rebate on a BBQ Grill or Outdoor Patio Furniture!

Beer Purchase Required: Save **\$25.00 via MIR** on the purchase of any BBQ Grill or Outdoor Patio Furniture, with the purchase of two (2) Bud Family 18-packs or larger. Purchase price of BBQ Grill or Patio Furniture must exceed \$148.00.

Valid in: AK, AZ, CA, CO, DC, DE, FL, GA, IA, ID, IL, KS, MD, MI, MS, MT, ND, NE, NH, NM, NV, OH, OK, PA, SC, TN, VT, WA, WI, WY

No Beer Purchase Required: Save **\$10.00 via MIR** on the purchase of any BBQ Grill or Patio Furniture. Purchase price of BBQ Grill or Patio Furniture must exceed \$148.00.

Valid in: AL, AR, CT, HI, KY, MA, ME, MN, MO, NC, NJ, NY, RI, SD, UT, VA, WV

Consumer offer not available in the states of IN, LA, OR & TX.

Mail-in Rebate Offer Valid Start Date: April 1, 2010

Point of Sale



Display / Considerations

Cross Merch Display Items:

- Budweiser 12-Packs or Larger
- General Merchandise (Patio Furniture & BBQ Grills)

Key to Success: Build Budweiser displays adjacent to BBQ Grills & Patio Furniture



Channels: Grocery, Mass & Club Stores only

Note: For presentation/sell-in purposes, graphics and offers may change. These promotions, or portions thereof, may not be available in all states due to legal restrictions. This program may be available in other accounts. The alcohol beverage laws of the individual states vary with regards to merchandising and promotion of our beers.



BUDWEISER GRILLING BBQ GRILL & PATIO FURNITURE CROSS MERCH P.O.S.



Point of Sale / Creative



CAPS 2-Sided Frame Insert Set with Perforated Turn back

Packed in 10 Sets per carton: Sets include two (2) 18"x18" Inserts, one (1) 18"x9", one (1) 9"x18" and one (1) Tear Pad



- Beer Purchase Insert Sets - Item # 1055044BP (creative shown)
- No Beer Purchase Insert Sets - Item # 1055044
- 27"x18" Frame Stand (stand adjusts from 61.5" to 88" H) - Item # 1039384
- 27"x18" Small Frame - Item # 1039380



Note: Perforated turn back allows CAPS Insert to function as a stand-alone Case Card without Frames if necessary



Beer Purchase Tear Pad

Shown: Additional Beer Tear Pad, Item # 1055045BP



No Beer Purchase Tear Pad

Shown: Additional No Beer Tear Pad, Item # 1055045

Coupons or rebates will only be valid in the market during the dates listed. Please do not place any coupons or rebates in the market prior to the valid date. Coupons or rebates should only be placed in channel(s) noted. **Final offer & creative design subject to change.**