



BUILDING BLOCKS

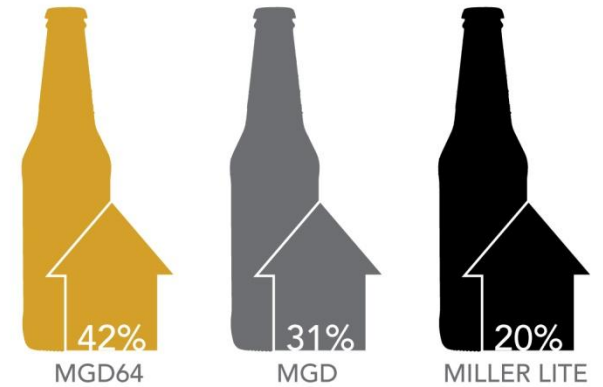
CREATIVE, THEMATIC &
SALES BUILDING DISPLAYS
for Large Format Accounts

BRANDS WIN WHEN
CO-DISPLAYED AS
FAMILY OF BRANDS

COORS FAMILY OF BRANDS SALES LIFT



MILLER FAMILY OF BRANDS SALES LIFT



SALES FROM BEER DISPLAYS ACCOUNTS
FOR 26% OF TOTAL CATEGORY
REVENUE, REPRESENTING A LIFT OF 56%



BEER IS THE
LEADER IN
DRIVING
DISPLAY
EFFICIENCY
AND REVENUE



THE BASICS:

Pack: 24-pack cans
or 18-pack cans

Brands: Coors Light (70%),
Coors Banquet (30%)

Quantity: 356 packages

Footprint: 19' wide x 4' deep

SUGGESTED MERCHANDISE:

- POS (Display Case Card, Base Wrap)
- 12 24ct Cases of 16.9oz Bottled Water
- Diving Board
- Cooler



ALTERNATE BASICS: (Smaller Display)

Quantity: 214 packages

Footprint: 8' wide x 6' deep

SUGGESTED MERCHANDISE:

- Blue Tarp



THE BASICS:

Pack: 24-pack cans
or 18-pack cans

Brands: Coors Light (70%),
Coors Banquet (30%) or
Miller Lite (70%),
MGD (15%), MGD64 (15%)

Quantity: 50 packages

Footprint: 3' wide x 3' deep

SUGGESTED MERCHANDISE:

- POS (Display Case Card, Base Wrap)
- Umbrella
- Life Saver Ring
- Cooler



THE BASICS:

Pack: 30-pack cans

Brands: Miller Lite (70%),
MGD (15%), MGD64 (15%)
or Coors Light (70%),
Coors Banquet (30%)

Quantity: 86 packages

Footprint: 13' wide x 5' deep

SUGGESTED MERCHANDISE:

- POS (Display Case Card, Base Wrap)
- Astroturf
- Footballs
- Any Football Related Merchandise



THE BASICS:

Pack: 30-pack cans

Brands: Coors Light (70%),
Coors Banquet (30%) or
Miller Lite (70%),
MGD (15%), MGD64 (15%)

Quantity: 112 packages

Footprint: 13' wide x 2' deep

SUGGESTED MERCHANDISE:

- POS (Display Case Card, Base Wrap)
- Astroturf
- Footballs
- Any Football Related Merchandise



THE BASICS:

Pack: 30-pack cans

Brands: Coors Light (70%),
Coors Banquet (30%) or
Miller Lite (70%),
MGD (15%), MGD64 (15%)

Quantity: 108 packages

Footprint: 9' wide x 5' deep

SUGGESTED MERCHANDISE:

- POS (Display Case Card, Base Wrap)
- Astroturf
- Footballs
- Any Football Related Merchandise



THE BASICS:

Pack: 24-pack cans
or 18-pack cans

Brands: Miller Lite (70%),
MGD (15%), MGD64 (15%)
or Coors Light (70%),
Coors Banquet (30%)

Quantity: 304 packages

Footprint: 12' wide x 4' deep

SUGGESTED MERCHANDISE:

- POS based on sport and program (Display Case Card, Base Wrap)
- Astroturf
- Inflatable Field Goal (for football)
- Diamond for Bases (for baseball)
- Football



THE BASICS:

Pack: 24-pack cans
or 18-pack cans

Brands: Coors Light (70%),
Coors Banquet (30%) or
Miller Lite (70%),
MGD (15%), MGD64 (15%)

Quantity: 130-150 packages

Footprint: 7' 7" wide x 2' 1" deep

THINGS YOU WILL NEED:

- Need to use plexi or any hard surface materials to create the shelves

SUGGESTED MERCHANDISE:

- POS based on sport and program (Display Case Card, Base Wrap)
- Jersey based on sporting event
- Sport equipment

NOTE:

- Can be used for hockey, baseball, basketball, football, etc.



ALTERNATE BASICS: (Larger Display)

Pack: 24-pack cans
or 18-pack cans

Quantity: 300 packages

Footprint: 8' wide x 8' deep

THE BASICS:

Pack: 18-pack cans or
24-pack cans

Brands: Coors Light (70%),
Coors Banquet (30%) or
Miller Lite (70%),
MGD (15%), MGD64 (15%)

Quantity: 570 packages

Footprint: 37' wide x 8' deep

SUGGESTED MERCHANDISE:

- POS based on sport and program (Display Case Card, Base Wrap)
- Astroturf
- Soccer Goal
- Soccer Ball



ALTERNATE
DISPLAY

ALTERNATE BASICS: (Smaller Display)

Quantity: 250 packages

Footprint: 12' wide x 5.5' deep

THE BASICS:

Pack: 24-pack cans or
18-pack cans

Brands: Coors Light (70%),
Coors Banquet (30%) or
Miller Lite (70%),
MGD (15%), MGD64 (15%)

Quantity: 210 packages

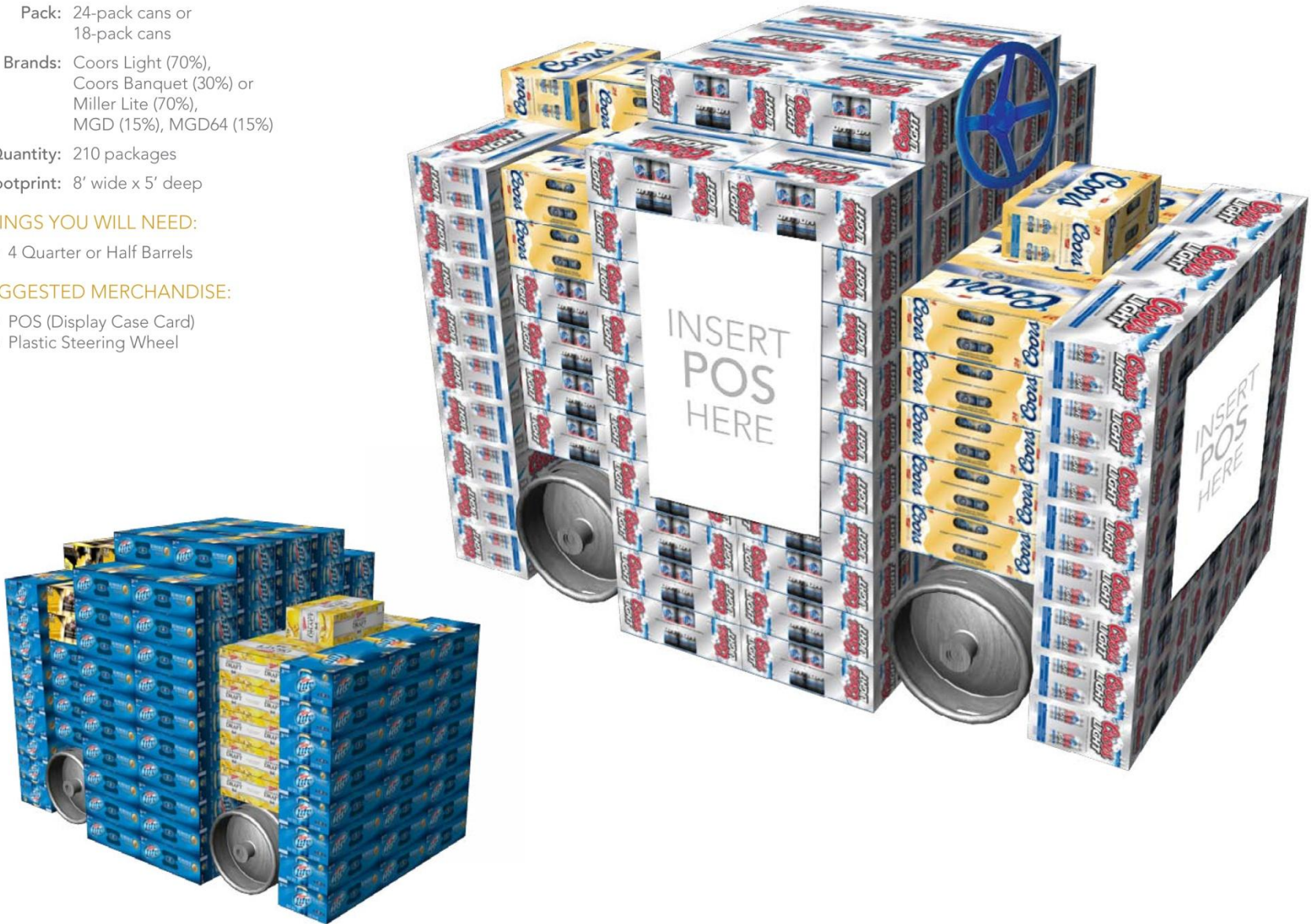
Footprint: 8' wide x 5' deep

THINGS YOU WILL NEED:

- 4 Quarter or Half Barrels

SUGGESTED MERCHANDISE:

- POS (Display Case Card)
- Plastic Steering Wheel



THE BASICS:

Pack: 6-pack bottles,
24-pack bottles

Brands: Miller Lite (70%),
MGD (15%), MGD64 (15%)
or Coors Light (70%),
Coors Banquet (30%)

Quantity: 150 (140 6-pack bottles,
10 24-pack bottles)

Footprint: 8' 4" tall x 6' 2.5" diameter

THINGS YOU WILL NEED:

- Coroplast circles:
Two – 5ft. circles
Two – 4ft. circles
Two – 3ft. circles
Two – 2ft. circles
Two – 1ft. circles

SUGGESTED MERCHANDISE:

- POS (Display Case Card)
- Garland
- Ornaments
- Star on top
- Ribbon



ALTERNATE BASICS:

Pack: 12-pack bottles
Brands: Leinenkugel's



ALTERNATE BASICS:

Pack: 12-pack bottles
Brands: Blue Moon



DIRECTIONS:

- The first layer should be constructed of full 6-pack corrugated cases to create a stable base on top of the largest round coroplast and then place the other largest coroplast on top.
- Start creating the second layer by lining the outside of the coroplast with 6-packs. Then fill the center in to create a stable base for the next layer.
- Create the third layer by placing the next smallest coroplast on top of the bottles and begin to fill accordingly.
- Repeat third layer.
- Repeat fourth layer with a smaller round coroplast.
- Repeat fifth layer with same size round coroplast.
- Repeat sixth layer with a smaller round coroplast.
- Use base wrap to cover bottom layer.
- Final touch: use extra loose bottles to fill gaps and decorate accordingly.

THE BASICS:

Pack: 24-pack cans or
18-pack cans

Brands: Coors Light (70%),
Coors Banquet (30%) or
Miller Lite (70%),
MGD (15%), MGD64 (15%)

Quantity: 227 packages

Footprint: 10' wide x 5' deep

SUGGESTED MERCHANDISE:

- POS (Display Case Card)
- Garland
- Stockings
- Electric Log
- Cotton Batting



ALTERNATE
DISPLAY



ALTERNATE BASICS:

(Smaller Display)

Quantity: 150 packages

Footprint: 8.5' wide x 5' deep

THE BASICS:

Pack: 24-pack bottles or
18-pack bottles

Brands: Coors Light (70%),
Coors Banquet (30%)

Quantity: 60 packages

Footprint: 6' 6" wide x 3' deep

THINGS YOU WILL NEED:

- Silver Bullet Train Front

SUGGESTED MERCHANDISE:

- POS (Display Case Card, Base Wrap)



THE BASICS:

Pack: 24-pack cans or
18-pack cans

Brands: Miller Lite (70%),
MGD (15%), MGD64 (15%)
or Coors Light (70%),
Coors Banquet (30%)

Quantity: 236 packages

Footprint: 11' 6" wide x 5' 6" deep

THINGS YOU WILL NEED:

- 4 Quarter or Half Barrels

SUGGESTED MERCHANDISE:

- POS (Display Case Card)



ALTERNATE DISPLAY SUGGESTED MERCHANDISE:

- Coors Light Hood



DIRECTIONS:

All cases in this display will need to be laid flat.

Row 1

Begin Row 1 at the front end of the car.

1. 5 cases across and 6 deep with the handle facing out.
2. Space approximately 1/4 of a case length long.
3. 2 cases across and 4 deep with the facing out.

Row 2

Begin Row 2 towards the front end of the car. Place the first row of cases 1/4 case length distance hanging over the front of Row 1. Repeat Row 1.

Row 3

1. 1 case across and 4 deep with the can facing out.
2. 10 cases across and 4 deep
3. 1 case across and 6 deep

Row 4

Begin Row 4 towards the front end of the car. Note that the first row of cases should be placed two case lengths back from the front of the car.

Row 5

Row 5 has a row that bends to accommodate the "hood" of the car. Begin this row towards the back end of the car.

Rows 6 and 7

Complete car as shown in picture

THE BASICS:

Pack: 24-pack cans or
18-pack cans

Brands: Miller Lite (70%),
MGD (15%), MGD64 (15%)
or Coors Light (70%),
Coors Banquet (30%)

Quantity: 110 packages

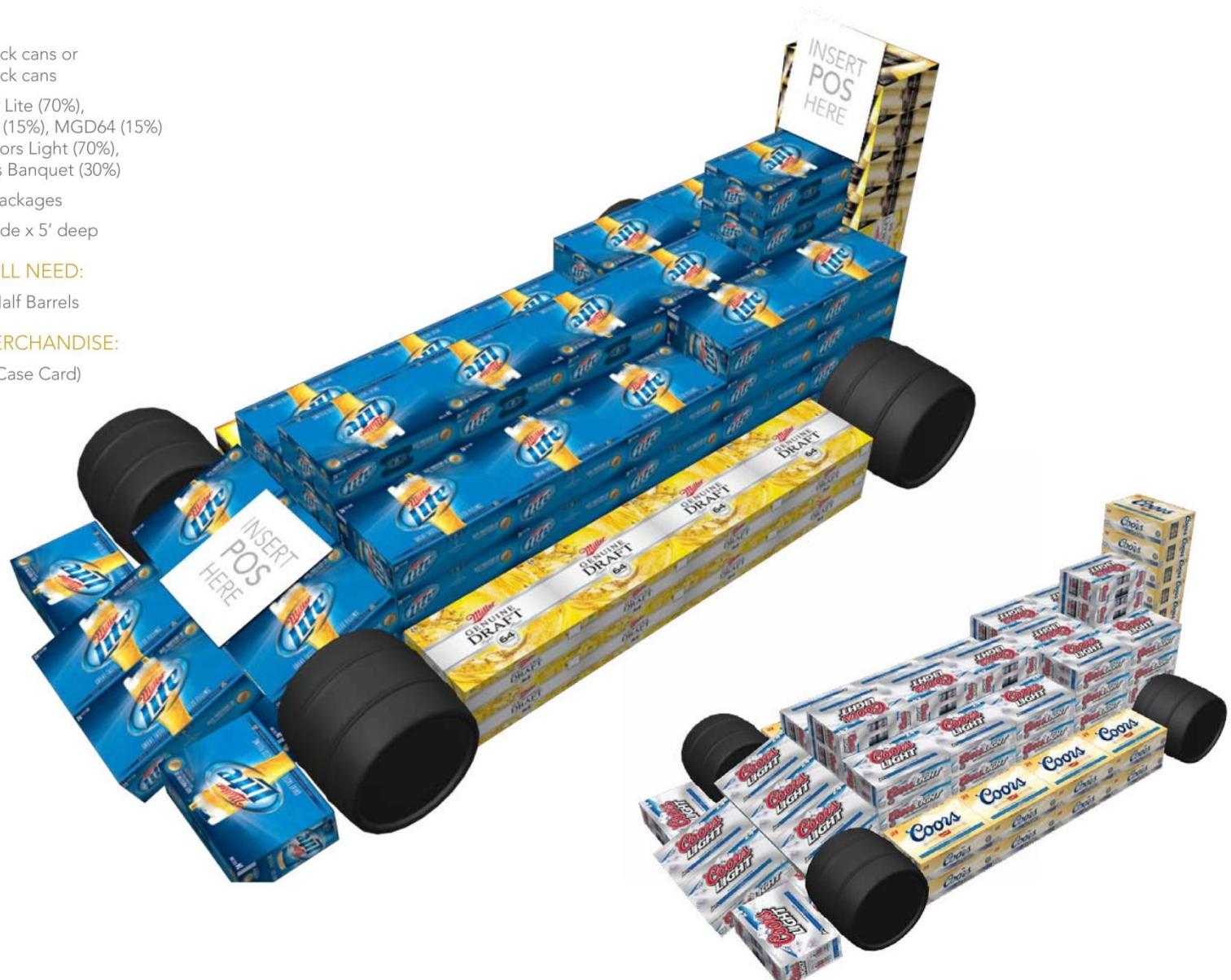
Footprint: 11' wide x 5' deep

THINGS YOU WILL NEED:

- 4 Quarter or Half Barrels

SUGGESTED MERCHANDISE:

- POS (Display Case Card)



THE BASICS:

Pack: 30-pack cans

Brands: Miller Lite (70%),
MGD (15%), MGD64 (15%)
or Coors Light (70%),
Coors Banquet (30%)

Quantity: 260 packages

Footprint: 15' wide x 6' deep

THINGS YOU WILL NEED:

- 4 Quarter or Half Barrels or 4 Tires

SUGGESTED MERCHANDISE:

- POS (Display Case Card)
- Quarter or Half Barrels for the back of the truck



THE BASICS:

Pack: 24-pack cans or
18-pack cans

Brands: Coors Light (70%),
Coors Banquet (30%) or
Miller Lite (70%),
MGD (15%), MGD64 (15%)

Quantity: 260 packages

Footprint: 11' wide x 6' 6" deep

SUGGESTED MERCHANDISE:

- POS (Display Case Card, Base Wrap)
- Rope Lasso
- Wooden Fence



THE BASICS:

Pack: 12-pack bottles,
24-pack cans,
6-pack bottles

Brands: Miller Lite (70%),
MGD (15%), MGD64 (15%)
or Coors Light (70%),
Coors Banquet (30%)

Quantity: 750 (704 24-pack cases,
36 6-pack bottles,
10 24-pack bottles)

Footprint: 23' wide x 11' deep

THINGS YOU WILL NEED:

- Coroplast
- Plexi For Shelves

SUGGESTED MERCHANDISE:

- POS (Display Case Card, Base Wrap)



THE BASICS:

Pack: 24-pack cans or
18-pack cans

Brands: Coors Light (70%),
Coors Banquet (30%) or
Miller Lite (70%),
MGD (15%), MGD64 (15%)

Quantity: 200 packages

Footprint: 11' wide x 6' 6" deep

THINGS YOU WILL NEED:

- Coroplast

SUGGESTED MERCHANDISE:

- POS (Display Case Card, Base Wrap)



THE BASICS:

Pack: 12-pack bottles

Brands: Leine's Assortment:
Summer Shandy, Sunset
Wheat, Honey Weiss
and Red Lager

Quantity: 114 packages

Footprint: 16' wide x 4' deep

SUGGESTED MERCHANDISE:

- POS (Display Case Card)
- Life Jackets
- Leinenkugel's Paddles



THE BASICS:

Pack: 24-pack cans or
18-pack cans

Brands: Miller High Life,
Miller High Life Light

Quantity: 390 packages

Footprint: 17' wide x 4' deep

SUGGESTED MERCHANDISE:

- POS (Display Case Card)



ALTERNATE DISPLAY:

Quantity: 60 packages

Note: For this display, empty cases are adhered to the wall using glue or industrial tape, where applicable.

THE BASICS:

Pack: 6-pack 16oz. cans,
12-pack bottles

Brands: Miller High Life,
Miller High Life Light

Quantity: 110 (~40 16oz. can cases
16 12-pack bottles)

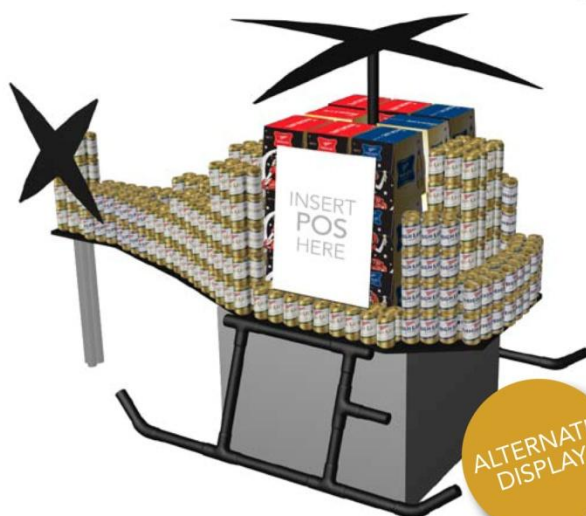
Footprint: 9' wide x 4' deep

THINGS YOU WILL NEED:

- 1 ½ PVC pipe
- Coroplast or thick cardboard
- Banner or basewrap
- Pricing signage
- 4 pallets
- 4' x 8' sheet of plywood

SUGGESTED MERCHANDISE:

- POS (Display Case Card)



ALTERNATE BASICS: (Shorter Display)

Pack: 6-pack 12oz. cans,
12-pack bottles

Quantity: 110 (160 12oz. 6-pack cans,
16 12-pack bottles)

ALTERNATE
DISPLAY

DIRECTIONS:

1. Build platform with 4-6 pallets as base of display
2. Place 4' x 8' sheet of plywood on top of pallets (cut to helicopter dimensions)
3. Secure 1 ½ PVC pipe to 4' x 8' sheet of plywood (vertical) to support tail of helicopter
4. Stack 16oz cans along outside edge of platform
5. Stack 16oz cans 4 high in center of helicopter and use 12 pack bottles for inside of displays (3 units high, 3 units wide, 3 units deep)
6. Gradually reduce height of 16oz cans towards tail of helicopter until 2 units high
7. Attach helicopter landing legs, rear propeller, and top propeller
8. Secure pricing signage and insert small cap collector

BEER DISPLAYS DRIVE REVENUE

Category lift numbers for Beer rival carbonated beverages with less display space allocated to beer.

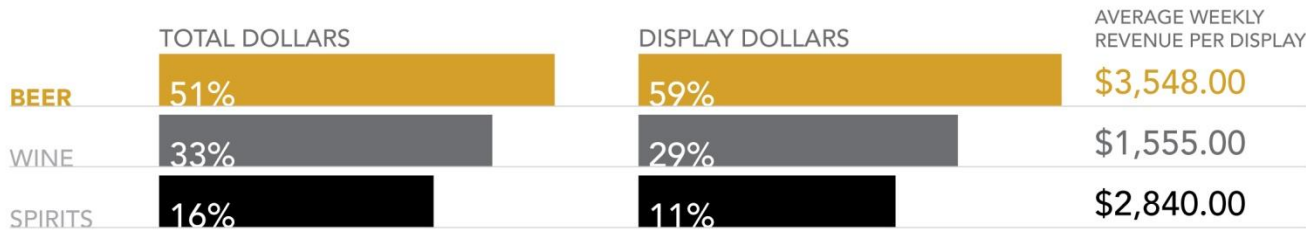
Revenue and Lift for Beer is greater than Salty Snacks and Wine, even though Beer receives fewer displays.

Category	% of Total Revenue from Display	Lift to the Category
CARBONATED BEVERAGES	37%	1.61
BEER	26%	1.56
SNACKS	24%	1.49
WINE	19%	1.40
SPIRITS	15%	1.35

Source: Nielsen Total US Grocery StratPlanner data, 52 w/e 7/02/2011

BEER IS THE LEADER IN DISPLAY REVENUE AND EFFICIENCY

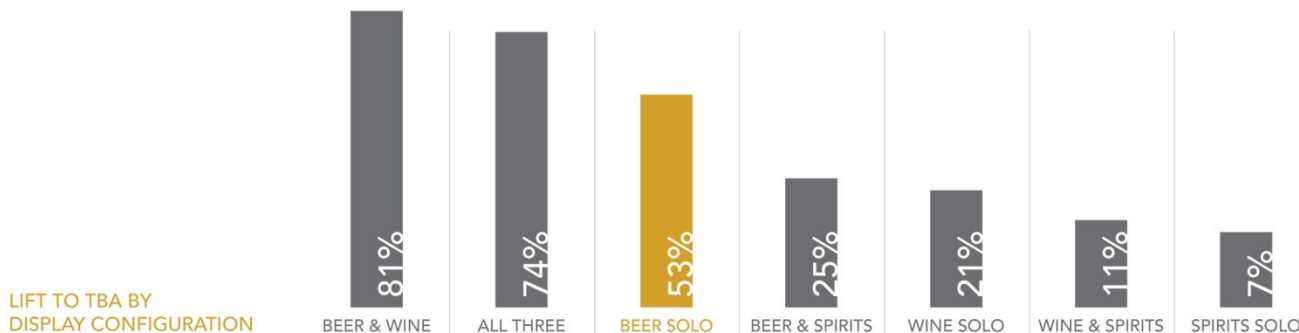
Beer displays drive: 20% more revenue than Spirits, 56% more than Wine displays



Source: Nielsen Grocery Channel Sample data for Beer, Wine and Spirits. 156 weeks ending 6/2011.

BEER DISPLAYS ALONE LIFT THE TOTAL TBA CATEGORY 53%

Beer is the heart of TBA lifting the category alone and in partnership with other TBA segments.



LIFT TO TBA BY
DISPLAY CONFIGURATION

Source: Nielsen Total US Grocery Sample Data—52WE 6/18/2011—TBA is Beer/Wine/Spirits Display Dollar Revenue and Base Dollar Revenue

OUT OF DEPARTMENT BEER DISPLAYS ARE AN IMPORTANT TOOL IN ENCOURAGING PURCHASE

- Thematic displays create an engaging buying environment to inspire purchase
- 33% of shoppers say beer displays remind them to purchase beer when in the store¹
 - Of these shoppers, 76% purchase from the cooler—driving them through the store and past other categories which also may be purchased²
- Lobby/Front of store, Perimeter and Rear of store will provide the strongest lift for thematic displays³
- Key thematic displays are maximized with a minimum 50 cases and continue to see strong sales rates as displays get larger³

Displays deliver a 43% category lift. When coordinated, Feature with Display Support is the most effective in driving volume.

¹ MillerCoors Virtual Research 2011

² MillerCoors Focus Groups 2011

³ Nielsen 4th of July Audit of Grocery Channel Total US Sample, w/e 7/2/2011

MLT/CDR CATEGORY LIFT INDEX BY PROMO CONDITION

DISPLAY W/O FEATURE

143

FEATURE W/O DISPLAY

183

FEATURE & DISPLAY

231

Source: MillerCoors Proprietary Consumer Research; Nielsen Scan Data 2010

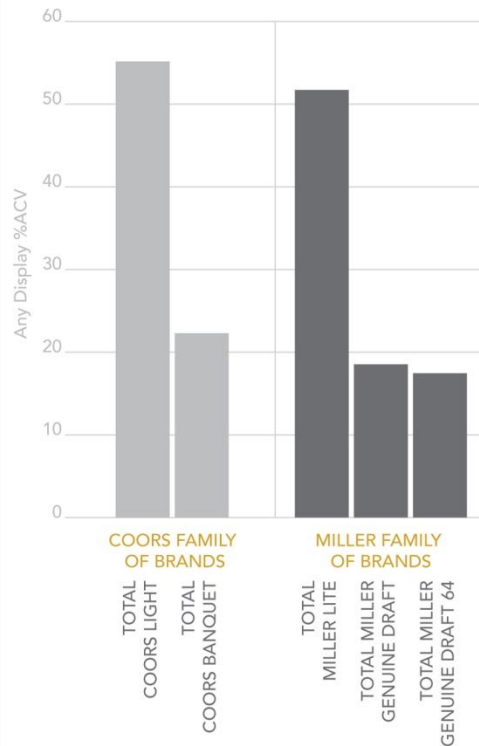
APPENDIX: FAMILY OF BRANDS – WHAT GOOD LOOKS LIKE

OPPORTUNITY TO GROW

MillerCoors has “Room to Grow” in executing displays as Brand Families:

- Coors Light display activity is 160% greater than Coors Banquet
- Miller Lite display activity is 170% greater than MGD and MGD 64

ANY DISPLAY GAP OF SECONDARY BRANDS



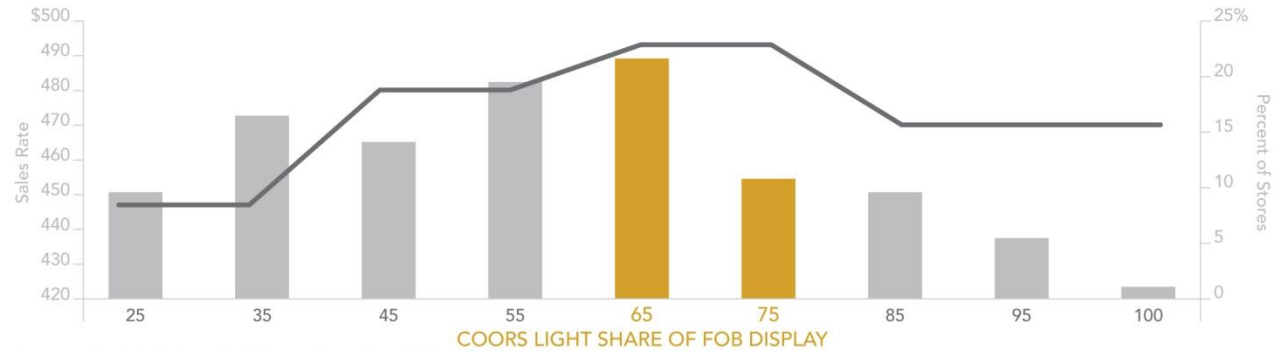
Source: Nielsen Scantrack, 52 weeks ending 9/17/2011

COORS FAMILY OF BRANDS

Both Coors Light and Coors Banquet experience a sales lift when co-displayed together.

COORS BANQUET **+40%** COORS LIGHT **+10%**

Coors Family of Brand best in class standard is a 70/30 inventory split to maximize the lift potential for both brands: 70% Coors Light/30% Coors Banquet



Source: Nielsen 4th of July Audit of Grocery Channel Total US Sample, w/e 7/2/2011

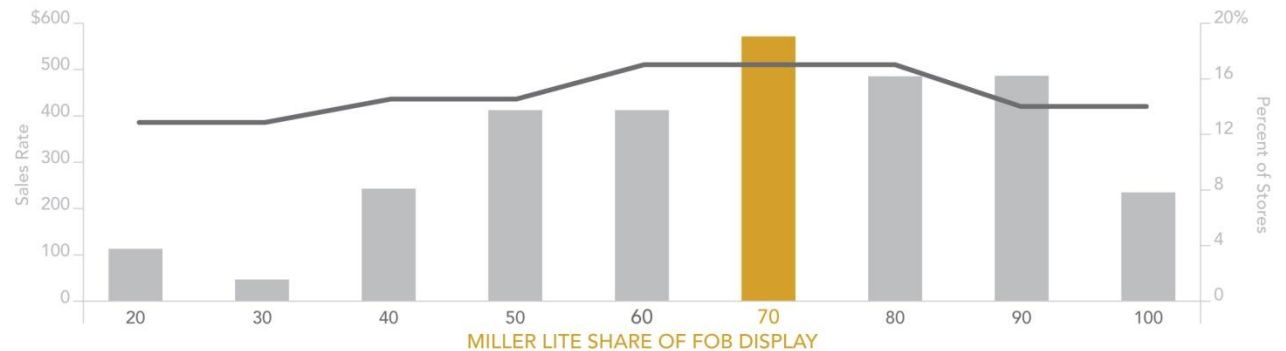
MILLER FAMILY OF BRANDS

Miller Lite, MGD and MGD 64 all deliver sales lifts when co-displayed.

MGD 64 **+42%** MGD **+31%** MILLER LITE **+20%**

Miller Family of Brands best in class standard that maximizes sales lift is 70% Miller Lite/15% MGD/15% MGD 64

- When Miller Lite has greater or less than 70% of the display inventory, sales lift declines
- The remaining 30% of inventory should be shared between MGD & MGD 64 equally (at 15% each)



Source: Nielsen 4th of July Audit of Grocery Channel Total US Sample, w/e 7/2/2011