



Stella Artois Solstice Lager

An ode to the longest day of the Summer, Stella Artois Solstice Lager draws on our centuries of brewing expertise to bring you a golden lager beautifully balanced with citrus essences and triple filtered for a smooth, crisp finish.

SUMMER LIMITED EDITION

TARGET CONSUMER

25-40 yr. old premium
beer drinkers

OCCASION

Expand consumption:
Relaxing, Summer
Socializing

Beer Style	Color	Ingredients	ABV
Golden Lager	Golden	100% barley malt, European hops, water	4.5%
Flavor Profile	Balanced sessionable lager with refreshing malty sweetness, zesty flavors, and a clean, crisp finish.		
Features	Only 3 ingredients. Full-flavored, easy drinking. Light stable hops.		

Reasons to Believe

Flint bottle* & Easy Drinking
products peak in summer but
category needs sophistication

Beer in flint bottles see a 5% share spike in
Summer

Consumers want more; full flavored lagers
with light refreshment of easy drinking
category

Solstice leverages Premium
Equity of Stella

Premium Equity: 115 Index to Market

#1 Brand in "High Quality" attribute

#1 Brand in "Sophisticated" attribute

Stella Awareness 92.5% (+1.5 vs YA)

Concept, liquid and packaging
test strong

Proposition purchase intent: 117 index
(vs. normative benchmark)

Packaging drove 89% of consumers to want
to buy

(directionally higher than Modelo)

Liquid outperformed benchmark

Source: IRI TUS 2019, C-Space Online Community N=384

Source: Kantar Brand Guidance Program Dec 2019

Source: Qualtrics Concept and Packaging test. CCS Liquid Test

STR	6/8 – 8/31/20 Product will ship in 3 waves	<h2>Marketing Support</h2> <p>After a successful 2019 Summer campaign, Stella will be doubling media spend (up 56%) in 2020. 15% of this will be dedicated to Solstice in OOH, Digital, Social, Search.</p> <p>SMT, POCM, Sampling toolkits, and Solstice experiential toolkits will be available in the T2 LOW</p>
Pricing	In line with Stella Artois	
Packs Available	11.2oz bottle 6pk & 12pk Glass	
Brewed In	Baldwinsville, NY USA	
Shelf Life	180 days	





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Retail Execution

SALES PROJECTION

526K cases
STR period

MARKETS

Total U.S.

POCM +
SMT FPO



Display

- Display with Stella Artois

Shelf Recommendation

- Place with Stella Artois Lager in 'not craft' beer section of the shelf
- Not Craft Beer section flow by price point
- Stella Artois brand family to be positioned with other Super Premium brands

Unit



6pk Bottles



4x6 Case



BARCODES

12pk Bottles



2x12 Case



Note that although Solstice Lager shares the same UPCs as Midnight Lager 2019, the ounces have changed (Midnight '19: 12oz bottle, Solstice Lager & Midnight Lager '20: 11.2oz bottle)