

Just some of what I have been working on for the last 18 years.



Budweiser

Examples of extending the bold primary and secondary packaging design to promotional sku's where they are very effective without harming the timeless identity of the 12 oz iconic glass bottle



Standard Packaging



Promotional Packaging

Budweiser

Alternative expressions of the Budweiser brand to engage new consumers



Budweiser

Bowtie exploratory with concepts to tie to advertising campaigns, and secondary

Logo 1A



Logo 1B



Logo 4A



Logo 4B



Logo 2A



Logo 2B



Logo 5A



Logo 5B



Logo 3A



Logo 3B



Logo 6A



Logo 6B



Budweiser

Exploring if the bowtie can work on the secondary graphics (quietly or more prominent)



Variant A



Variant B



Variant C



Variant D



Variant E

Bud Light Redesign

Current packaging and some concepts leading to the final design



Bud Light

Alternative expressions of the Bud Light brand translated to promotional packaging



Bud Light

Point of Sale executions that mirror the packaging



Bud Light Lime

Current primary and secondary packaging



Bud Light Golden Wheat

Current packaging and some concepts leading to the final design



Budweiser Select and Select 55

Packaging and POS executions



FULL FLAVOR
99 CALORIES
3.1g CARBS

\$15.99
15 PACK BOTTLES

Account Name 

THE EXCEPTION TO THE RULE

FULL FLAVOR
99 CALORIES

THE EXCEPTION TO THE RULE

THE
**LIGHTEST
BEER**
IN THE WORLD.

Discover a light golden lager that delivers crisp refreshment without the guilt.

55
CALORIES

\$10.99
15 PACK BOTTLES

Michelob ULTRA

Current Packaging



Michelob ULTRA

Michelob ULTRA Values Based Positioning model guides the design of the Visual Key Principles



Michelob ULTRA

Visual Key Principles give clear direction to agencies for photographic techniques, color palette, and cropping techniques unique to the brand. These principles then guide the way to the development of the brand block.

Visual Key Principles

Positive Angle Cropping

The Michelob ULTRA drinker lives a **healthy, dynamic** and **balanced** life. They want a beer that fits within their active lifestyle. Visuals that evoke movement through depth of field, motion blur or a dynamic camera angle are appropriate. Visuals should also be asymmetrical with a slightly upward perspective to capture a sense of **optimism** and **energy**. An open corner evokes the concept of an expansive background.



01.3

Visual Key Principles

Wide Angle Perspective

The Michelob ULTRA drinker wants to participate in life, whether a weekend like ride or a late afternoon party. That involvement is captured usually by a foreground focus on subjects bathed in **natural light** on **expansive and bright backgrounds**. This focus, as well as the subject's asymmetry, bring **immediacy, openness, self-confidence** and **stability** to the visual.



01.3

Visual Key Principles

Clean, Simple Color Palette

The Michelob ULTRA drinker wants a beverage that is not only low calorie and low carb, but one that also has an uncomplicated taste profile. These **smart** and **savvy** drinkers demand a lot of themselves, and they expect a lot from their beer. The clean color palette of cream, blue and white is evocative of a **modern aesthetic**, which communicates high-quality and style. A select element of dark color, preferably dark blue, helps strike **balance** and denote a **quality** grounding.



01.4

Visual Key Principles

Inviting Close-Ups

The Michelob ULTRA drinker appreciates the moment. Whether closing a deal, working out or **socializing**, they enjoy their life with **self-confidence** and to its fullest. Visuals that reflect real moments should always be **spontaneous, never staged**. Through the use of selective focus, interesting camera angles, and compelling cropping, the images have the feeling of a moment being captured, a **story being told**.



01.3

Michelob ULTRA

The Visual Key Principles were then used to guide the design of the brand block, which acts as inspiration for any agency to use in creating POS, print, outdoor, and digital executions while allowing for some creative license.



Michelob ULTRA

Proposed packaging design



Michelob ULTRA

Executions based on brand block and visual key principles



MICHELOB ULTRA

[ALPHA SEARCH](#)[GLOBAL SEARCH](#)

IDENTITY GUIDELINES



BRAND IDENTITY
GUIDELINES

[BRAND BLOCK](#)[LOGOS](#)[TYPOGRAPHY](#)[COLORS](#)[GRAPHIC ELEMENTS](#)[PRODUCTION ART](#)[PACKAGE ART](#)[PHOTOGRAPHY](#)[GALLERY](#)

Michelob
ULTRA[®]



The alcohol beverage laws of individual states vary in regards to the promotion and merchandising of beers. You should be guided accordingly.

MICHELOB ULTRA

BRAND BLOCK

For questions or help, contact Brand Creative Services

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The Michelob ULTRA brand block is a visual expression of the spirit of the brand. It is not a design solution per se, but rather a method to show how the key brand elements work together. All Michelob ULTRA design applications will at a minimum need to use the core brand block elements before any secondary visual elements may be added.

Brand Block Elements:

1. The Background
2. The Anheuser-Busch Eagle
3. The Brand Statement
4. The Script "M"
5. The Logo

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MICHELOB ULTRA

ALPHA SEARCH

GLOBAL SEARCH

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BRAND BLOCK ELEMENTS

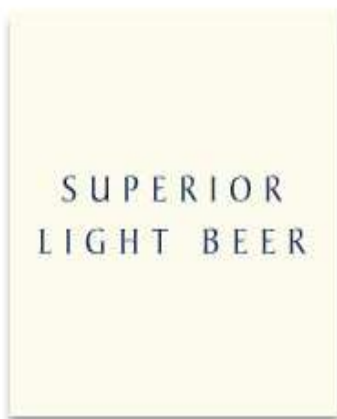
For questions or help, contact Brand Creative Services

**The Background:**

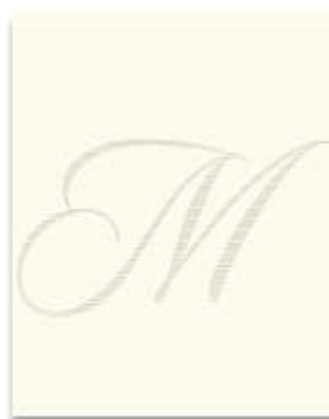
The background is a visual expression of Michelob ULTRA itself. The undulating blue band symbolizes the beer's **refreshing body**. The cream color represents Michelob ULTRA's **light style** and **low calories**. The hints of gold and orange speak to the notes of citrus, and the silver

**The Anheuser-Busch Eagle:**

The Anheuser-Busch eagle icon is a symbol of **strength** and an endorsement of **quality**.

**The Brand Statement:**

The brand statement typeface is **understated**.

**The Script "M":**

The script "M" represents the **layers of dedication** behind the Michelob family of brands. The movement in the letterform also speaks to an **active lifestyle** associated with Michelob ULTRA.

MICHELOB ULTRA

ALPHA SEARCH

GLOBAL SEARCH

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BRAND BLOCK ELEMENTS

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**The "Michelob" Logotype:**

The Michelob logotype is traditional. Like a signature it shows **personal investment** and an **attention-to-detail**.

The "ULTRA" Logotype:

The ULTRA logotype is classic. It represents the values of **quality** and **craftsmanship**.

The Ribbon and Flourishes:

The ribbon element represents the **heritage** of the Michelob family of brands, while the flourishes represent the **nuanced flavors** of Michelob ULTRA.

MICHELOB ULTRA

BRAND VISUAL KEY PRINCIPLES

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Positive Angle Cropping



Clean, Simple Color Palette



Wide Angle Perspective



Inviting Close-Ups

Any creative expression of Michelob ULTRA should be inspired by these visual principles. These principles illustrate how the Brand attributes (i.e. Positive Angle Cropping) are expressed visually. The visual principles are meant to be inspirational in nature and not thought of as final brand imagery.

The alcohol beverage laws of individual states vary in regards to the promotion and merchandising of beers. You should be guided accordingly.

MICHELOB ULTRA

LOGO OPTION ONE (PREFERRED)

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CMYK



5 Color Spot



3 Color Spot



2 Color Spot



1 Color Spot

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MICHELOB ULTRA

[ALPHA SEARCH](#)[GLOBAL SEARCH](#)

LOGO OPTION TWO

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CMYK



4 Color Spot



2 Color Spot



2 Color Spot



1 Color Spot

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MICHELOB ULTRA

[ALPHA SEARCH](#)[GLOBAL SEARCH](#)

LOGO OPTION THREE

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CMYK



2 Color Spot



1 Color Spot

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MICHELOB ULTRA

ALPHA SEARCH

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&*()

Michelob

Sloop Medium One

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&*()

2.6 GRAMS CARBS
 95 CALORIES

Baker Signet Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#%&*()

\$ **10**⁹⁹
 12 PACK
 BOTTLES

Engravers' Roman BT Bold (Also used for Pricing Signage)

The alcohol beverage laws of individual states vary in regards to the promotion and merchandising of beers. You should be guided accordingly.

MICHELOB ULTRA

ALPHA SEARCH

GLOBAL SEARCH

COLOR PALETTES

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CMYK

100 C
82 M
0 Y
2 KPANTONE®
Reflex Blue CRGB
0 R
35 G
149 B

Michelob ULTRA Dark Blue



CMYK

100 C
52 M
0 Y
0 KPANTONE®
2935 CRGB
0 R
91 G
187 B

Michelob ULTRA Light Blue



CMYK

0 C
5 M
25 Y
0 KPANTONE®
7401 CRGB
241 R
227 G
187 B

Michelob ULTRA Cream



CMYK

2 C
22 M
100 Y
15 KPANTONE®
117 CRGB
199 R
153 G
0 B

Michelob ULTRA Light Gold



CMYK

38 C
51 M
73 Y
17 KPANTONE®
874 CRGB
138 R
110 G
80 B

Michelob ULTRA Dark Gold



CMYK

0 C
100 M
75 Y
4 KPANTONE®
186 CRGB
198 R
12 G
48 B

Michelob ULTRA Red



CMYK

7 C
100 M
65 Y
32 KPANTONE®
201 CRGB
152 R
30 G
50 B

Michelob ULTRA Dark Red



CMYK

8 C
5 M
6 Y
13 KPANTONE®
Cool Gray 3 CRGB
201 R
202 G
200 B

Michelob ULTRA Gray

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MICHELOB ULTRA

ALPHA SEARCH

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Script "M"



Accent Border



Ribbon & Flourishes



Eagle

MICHELOB ULTRA

PRODUCTION ART

For questions or help, contact Brand Creative Services



12-oz. Bottle



12-oz. Can - Slimline



12-oz. 6-pack Bottles



12-oz. 12-pack Bottles



12-oz. 12-pack Cans - Slimline

The alcohol beverage laws of individual states vary in regards to the promotion and merchandising of beers. You should be guided accordingly.

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MICHELOB ULTRA

PACKAGE ART

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12-oz. Bottle – Dry



12-oz. Bottle – Cold



12-oz. Can – Slimline – Dry



12-oz. Can – Slimline – Cold



12-oz. 6-pack Bottles



12-oz. 12-pack Bottles



12-oz. 12-pack Cans – Slimline

The alcohol beverage laws of individual states vary in regards to the promotion and merchandising of beers. You should be guided accordingly.

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Secondary Proofing

Careful attention needs to be paid to hand holes, flaps, code bars, scores, etc.



Secondary Proofing

Careful attention needs to be paid to hand holes, flaps, code bars, scores, etc.

DATE ISSUED DECEMBER 9, 2010
SUPERCEDES DATE JUNE 17, 2010

PRINTING INSTRUCTIONS

THIS MINIATURE SHOULD NOT BE FOLLOWED FOR SIZE OR COLOR.

NOTE: RECEIPT OF THIS PRINTING INSTRUCTION CONFIRMS THAT ANHEUSER-BUSCH CORPORATE QUALITY ASSURANCE HAS APPROVED THE UPC AND THE HUMAN READABLE FOR ACCURACY.

SPEC. NO. 1920
CASE CODE 53029
ITEM NO. 873765



REASON FOR CHANGE: TO REVISE GRAPHICS

INK COLORS: GCM1 34 BLUE; PRINTED ON KRAFT

INTENDED PRINTING PROCESS: POST-PRINT

CODE AREA: SHALL BE THE AREA 1" DOWN FROM THE TOP FLAP SCORE ACROSS BOTH SIDE PANELS

LandShark

Packaging and POS executions



**CUSTOM
MESSAGE
HERE**



Tilt

2010 Redesign and competition



Tilt

POS executions utilize the packaging for inspiration



Mojito Line Extension

Current Bacardi Silver Mojito and new Light line extension concepts



New Product Introductions

A sampling of just a few of the new products I've directed



Typical Informal Design Review

Comparing and contrasting designs informally with the brand manager



Ad Hoc logo projects



ANHEUSER-BUSCH, INC.
BALANCED SCORECARD



CP&D
CORPORATE PLANNING
& DEVELOPMENT

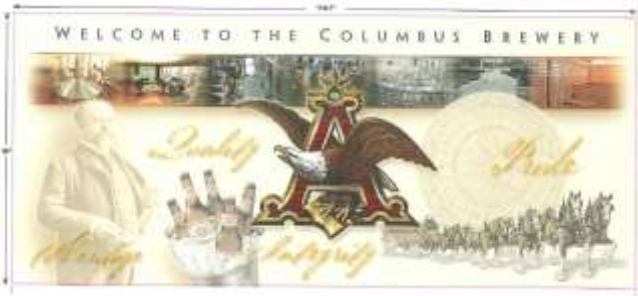


The Imports, Crafts,
& Specialty
BRANDS



Ad Hoc projects

Vehicle graphics, Busch Stadium signage, Brewery lobby artwork



0-2
10/1/2011
10/1/2011
10/1/2011

Corporate Identity System

All print materials and signage converted system-wide



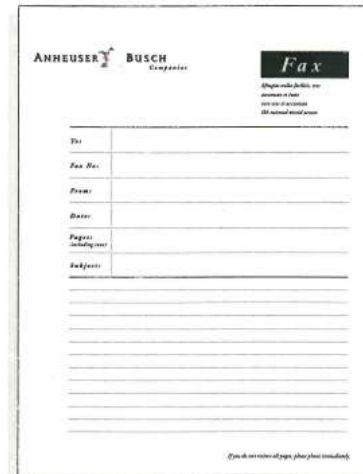
BUSINESS LETTER



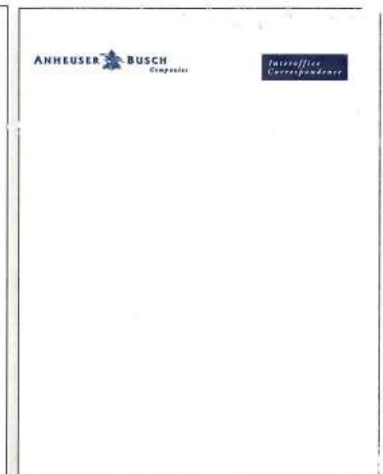
MONARCH LETTER



FAX



INTEROFFICE MEMO



ENVELOPE



BUSINESS CARD



NOTEPAD



NAME PLATE



Package Project Tracking System

Co-developed a domestic packaging project management system used by the North American zone

Global Project Management

Dashboard | Project | Package | Report | Exception

Welcome, Diane Shaughnessy



Asset Mgmt | Settings | Logout

Filter: All Projects [Export to Excel](#)

Multi-Brand - MUB-0509-3009 - michelob golden/golden light graphic change that includes replacing fluted packaging															
Graphic Change-Secondary-All Stage Gate 1 Approved 1/27/2010										Created: 11/2/2009					
Material Type	Material Description	Spec #	Old Matl #	New Matl #	Prod Art Release Date	Legal Approval Date	Prepress Shipped Date	Print Shipped Date	Brewery Prod Date	STR Start	STR End	Brewery(s)	PDCN	Coding Req	Volumes
Cans - End Loaded Folding Carton	michelob golden 12x12 can end load folding carton	1027-K	671396		TBD	5/3/2010	TBD	TBD	TBD	TBD	TBD	Baldwinsville, NY	92848		
Cans - End Loaded Folding Carton	michelob golden 24x12 can end load suitcase	1304-E	680197	680661	TBD	5/3/2010	TBD	TBD	TBD	TBD	TBD	Baldwinsville, NY	92867		
Cans - End Loaded Folding Carton	michelob golden light 12x12 can end load folding carton	1027-K	671402		TBD	5/3/2010	TBD	TBD	TBD	TBD	TBD				
Cans - End Loaded Folding Carton	michelob golden light 18x12 can end load suitcase	1875	680630	680662	TBD	5/3/2010	TBD	TBD	TBD	TBD	TBD				
Cans - End Loaded Folding Carton	michelob golden light 24-12 can end load suitcase	1304-E	680186	680663	TBD	5/3/2010	TBD	TBD	TBD	TBD	TBD				
Cans - End Loaded Folding Carton	michelob golden light 30x12 can end load twinstack	1504-E	670583	671416	TBD	5/3/2010	TBD	TBD	TBD	TBD	TBD				
Cans and Lids	michelob golden 12 ounce can	M-200-F	662074	662666	TBD	5/3/2010	TBD	TBD	TBD	TBD	TBD				
Cans and Lids	michelob golden light 12 ounce can	M-200-F	662075	662667	TBD	5/3/2010	TBD	TBD	TBD	TBD	TBD				
Crowns and Closures	michelob golden 12 ounce bottle twist crown	M5-P	630469	630528	TBD	5/3/2010	TBD	TBD	TBD	TBD	TBD				
Crowns and Closures	michelob golden light 12 ounce bottle twist crown	M5-P	630470	630529	TBD	5/3/2010	TBD	TBD	TBD	TBD	TBD				
Crowns and Closures	michelob golden light 16 ounce plastic bottle 28 mm closure	M6	600093	600121	TBD	5/3/2010	TBD	TBD	TBD	TBD	TBD				
Draught Beer	michelob golden light common value cover	984-D	690054	690166	TBD	5/3/2010	TBD	TBD	TBD	TBD	TBD				
Glass Bottles - Basket Carriers	michelob golden light 6x12 bottle basket	580-L	610391	611556	TBD	5/3/2010	TBD	TBD	TBD	TBD	TBD				

Packaging Promotional Calendar

2010 PROMOTIONAL PACKAGING CALENDAR

Month	Event	Brand	Primary Package	Secondary Package	STR	Market	Package Count (9) Divided	UNIT COST	# of BU's	Comments	
Jan.	Carolina graphics	Natural LI	None	18 pack bottle	1/4 - 12/27	NC, SC	215	\$41	1	Approved 11/9/09	
	Carolina graphics	Natural LI	None	18 pack can	1/4 - 12/27	NC, SC	2,378	\$55	1	Approved 11/9/09	
	Olympic	Bud	12 oz can	12 pack	1/11 - 2/15	National	N/A	\$92	2	New package for 2010. Approved 7/28/09	
	eMusic	Budch	None	12 pack can	1/11 - 4/12	National	N/A	\$55	2	Promotion for free music downloads. New package for 2010. Approved 11/9/09	
	Mardi Gras	Bud LI	24 oz can	Clear shrink overwrap	3/18 - 2/15	National	75	\$83	1	Approved 11/9/09	
	Kroger Daytona 500	Bud	None	18 pack can	1/25 - 2/15	National	270	\$68	2	Daytona 500 logo (2010). Includes Casey Kahne graphic. Approved 11/9/09	
	Kroger Daytona 500	Bud LI	None	18 pack can	1/25 - 2/15	National	551	\$95	2	Daytona 500 logo (2010). Approved 11/9/09	
Feb.	Kroger Daytona 500	Bud Select	None	18 pack can	1/25 - 2/15	National	N/A	\$95	1	Daytona 500 logo (2010). New package for 2010. Approved 11/9/09.	
	Rodco	Bud LI	None	18 pack can	3/1 - 3/29	Select TX cities	463	\$95	1	Approved 11/9/09	
	Indiana Pacers	Bud	None	18 pack bottle	2/1 - 4/15	Indiana	N/A	\$70	1	New package for 2010 - Kroger's NBA program. Approved 12/7/09	
	St. Patrick's Day	Bud	16 oz alum bottle	24 loose post print	2/22 - 3/15	National	N/A	\$61	1	New package for 2010. Approved 11/9/09.	
	St. Patrick's Day	Bud LI	16 oz alum bottle	24 loose post print	2/22 - 3/15	National	129	\$54	2	Approved 11/9/09	
Mar.	MLB World Series Winner	Bud	24 oz can	clear shrink overwrap	3/20 - 8/16	New York	N/A	\$74	1	New package for 2010. Approved 11/9/09.	
	MLB	Bud	Various	Various	3/20 - 8/16	MLB cities	Various	Various	21	20 teams will pick 1 primary (24 oz can) or secondary package. Approved 11/9/09.	
Apr.	Green-Sustainability	Bud	None	24 pack can	3/29 - 4/26	National	182	\$84	1	Approved 12/7/09	
	Mexican National Team	Bud LI	None	18 pack can	3/29 - 7/5	Select Markets	N/A	\$95	1	Bud Lights World Cup execution. New package for 2010. Approved 12/7/09	
	Golf Ball Promo	ULTRA	None	18 pack can	4/12 - 5/27	National	N/A	\$85	2	Golf ball give-away promotion. New package for 2010. Approved 11/9/09.	
Cinco de Mayo	Bud LI	24 oz can	Clear shrinkwrap	4/15 - 5/3	National	48	\$83	1	Approved 12/7/09		
May	MLB All-Star Game	Bud	None	18 pack can	5/5 - 7/12	Los Angeles	N/A	\$88	1	New package for 2010. Approved 11/9/09.	
	Kevin Van Doren	Budch	None	30 pack can	5/3 - 8/30	National	N/A	\$46	2	Angler of the Year promotion. New package for 2010. Approved 12/7/09.	
	Speaker Box	Bud LI	None	24 pack bottle	5/3 - 8/30	National	158	\$52	2	Approved 12/7/09	
	World Cup	Bud	24 oz can	12 pack	5/10 - 8/14	Select Markets	N/A	\$74	1	New package for 2010. Approved 11/9/09.	
	Sampler Pack	ULTRA Fruit	None	12 pack	May - Aug	National	130	\$11	1		
June	Lance Armstrong	ULTRA	None	12 pack bottle	6/14 - 7/26	National	N/A	\$90	2	Lance Armstrong graphics leading up to the Tour de France. New packages for 2010. Approved 11/9/09.	
	Kroger Daytona 500	Bud	None	18 pack can	6/25 - 7/15	National	157	\$88	1	Daytona 500 logo (2011). Approved 11/9/09	
	Kroger Daytona 500	Bud LI	None	18 pack can	6/25 - 7/15	National	293	\$95	1	Daytona 500 logo (2011). Approved 11/9/09.	
	Kroger Daytona 500	Bud Select	None	18 pack can	6/25 - 7/15	National	N/A	\$95	1	Daytona 500 logo (2011). New package for 2010. Approved 11/9/09.	
	Summer Package	Rotling Rock	12 oz can - green	30 pack can	June - Sept	National	N/A	\$67	1	Retro graphics - green can. New package for 2010.	
July	Sturgis 70th Anniversary	Bud	12 oz can	24 suitcase	mid July - mid Aug	Midwest	68	\$84	1		
Aug.	Sampler Pack	Becks	None	24 preprint bottle	Aug - Nov	National	N/A	TBD	1	One 6 pack of each Beck's flavor. New package for 2010.	
	Chalco 6 pack	Stella Artois	None	6 pack	Aug - Dec	National	N/A	TBD	1	6 pack with etchase. New package for 2010.	
	Fan Can	Bud LI	12 oz can	24 pack can	Aug - Dec	National	Various	\$80	15	Reduce to less than 15 cans.	
	NFL	Bud LI	None	Various	Aug - Dec	NFL cities	Various	Various	29	28 teams will pick 1 secondary package. Teams with commemorative logo can pick 1 primary package.	
	Super Bowl Winner	Bud LI	16 oz alum bottle	24 loose post print	Aug - Dec	Select city	TBD	\$54	1		
Sept.	CamouflageHunting	Budch	12 oz can	12 pack can	Sept - Nov	National	794	\$55	2	Per Dave Peacock - camo - 1 primary & 1 secondary	
	CamouflageHunting	Budch	12 oz can	18 pack can	Sept - Nov	National	238	\$48	1	Per Dave Peacock - camo - 1 primary & 1 secondary	
	CamouflageHunting	Budch	12 oz can	24 pack can	Sept - Nov	National	254	\$64	1	Per Dave Peacock - camo - 1 primary & 1 secondary	
	CamouflageHunting	Budch	12 oz can	30 pack can	Sept - Nov	National	1,193	\$46	2	Per Dave Peacock - camo - 1 primary & 1 secondary	
	CamouflageHunting	Budch	24 oz can	clear overwrap	Sept - Nov	National	189	\$51	2	Per Dave Peacock - camo - 1 primary & 1 secondary	
	CamouflageHunting	Budch	16 oz can	6 pack hi-cone	Sept - Nov	National	294	\$48	2	Per Dave Peacock - camo - 1 primary & 1 secondary	
	NHL	Bud LI	None	Secondary	Sept - Mar	Select NHL cities	N/A	Various	8	8 teams will pick 1 package. New package for 2010.	
Oct.	Best of Belgium	Stella, Leffe, Hoegaarden	None	18 pack	Oct - Dec	National	TBD	\$31	1	One 6 pack of each brand	
	NBA Champions	Bud	16 oz alum bottle	24 loose preprint	Oct - Dec	Select Markets	TBD	\$51	1		
Nov.	Holley	Bud	None	12 pack bottle	Nov - Dec	National	N/A	\$74	2	New package for 2010	
	Holley	Stella Artois	750 ml	TBD	Nov - Dec	National	N/A	TBD	1	New package for 2010	
									TOTAL	128	

Secondary Packaging Artwork Checklist

I developed this hard copy checklist that is routed for approvals of actual size panel prints

Job Description: Project Name: _____ Package: _____ Project #: _____ Spec#: _____ Date Released: _____				
Brand Creative Services Requirements:				
Legal Mandatories*				
<input type="checkbox"/> Origin Statement				
<input type="checkbox"/> Class/Brand Statement				
<input type="checkbox"/> Phone Number _____				
<input type="checkbox"/> Web Address _____				
<input type="checkbox"/> Trademark (TM, ® or Other)				
*Legal Mandatory Copy (Appears On the Bottom of Package) _____ _____				
General Content				
<input type="checkbox"/> Content Statement				
<input type="checkbox"/> Alcohol Statement				
<input type="checkbox"/> Special Snipes <input type="checkbox"/> Limited Edition <input type="checkbox"/> Other _____				
<input type="checkbox"/> Code Area <input type="checkbox"/> Born On <input type="checkbox"/> Julian				
<input type="checkbox"/> UPC (size, placement, more than one needed?)				
<input type="checkbox"/> Checked Photography				
<input type="checkbox"/> Checked Spelling				
<input type="checkbox"/> Compared to Previous Package				
<input type="checkbox"/> Consistency in Pigs within Brand Family				
<input type="checkbox"/> Approval on Trademark Usage from Partnering Organizations				
<input type="checkbox"/> Avoid Hand Holds, Gaps, Haps & Soams				
Additional Comments _____ _____ _____				
Southern Requirements:				
Printer: _____				
Printer Location: _____				
Print Process: _____				
A. B. Material Number: _____				
UPC Code Numbers: _____				

Legal Compliance

Bacardi Silver Family
Note: There is no "© year" de
Silver Family brands on pack

Note: The "TM" should appear
when "Bacardi Silver" is us
superscript after "Bacardi
after "Bacardi Silver OSM".

Note: If Bacardi Silver, Bi
Silver Peach, Bacardi Sil
Silver Watermelon, or a
materials, the following
DEVICE AND BACARDI
OF BACARDI & COM
used for multiple bre
BACARDI SILVER (
SILVER™ PEACH,
STRAWBERRY ar
Beverages (Flave

Note: "BACARDI,
REGISTERED TR
appear on all adv

Bacardi Silver
"Anheuser-Bus
in TX), St. Lou

Bacardi Silv
"Anheuser-B
Beer in TX)

Bacardi f
"Anheus
(Flavore

Bacar
"Anhr
(Flav

Ba
"A
(F

"MANDATORY" INFORMATION REQUIRED FOR ALL ADVERTISING AND SECONDARY PACKAGING*

The following list contains the approved statements of the mandatory copy for current brands. Any deviation from these statements must be run by Legal before implementation.

***NOTE: Average analysis statement (calories, carbs, protein, fat) is not required on secondary packaging.**

***NOTE: All advertising produced for regular and light beer that refers to calories or carbohydrates shall contain the average analysis statement of the product in the mandatory.**

180® Blue Energy Drink

- **FOR ALL P.O.S.:** © (year) Anheuser-Busch, Inc., St. Louis, MO
- **FOR ALL PRIMARY AND SECONDARY PACKAGING:** © (year)
Packaged Exclusively for Anheuser-Busch, Inc., St. Louis, MO 63118

180® Energy Drink

- **FOR ALL P.O.S.:** © (year) Anheuser-Busch, Inc., St. Louis, MO
- **FOR ALL PRIMARY AND SECONDARY PACKAGING:** © (year)
Packaged Exclusively for Anheuser-Busch, Inc., St. Louis, MO 63118

180® Energy X-3

- **FOR ALL P.O.S.:** © (year) Anheuser-Busch, Inc., St. Louis, MO
- **FOR ALL PRIMARY AND SECONDARY PACKAGING:** © (year)
Packaged Exclusively for Anheuser-Busch, Inc., St. Louis, MO 63118

180 Sport® Enhanced Water Beverage

- **FOR ALL P.O.S.:** © (year) Anheuser-Busch, Inc., St. Louis, MO
- **FOR ALL PRIMARY AND SECONDARY PACKAGING:** © (year)
Packaged Exclusively for Anheuser-Busch, Inc., St. Louis, MO 63118

American Red Lager

- © (year) Anheuser-Busch, Inc., American Red Lager, St. Louis, MO

Ascent 54

- © (year) Anheuser-Busch, Inc., Ascent 54 Dark Wheat Ale, Ft. Collins, CO

THANK YOU!