

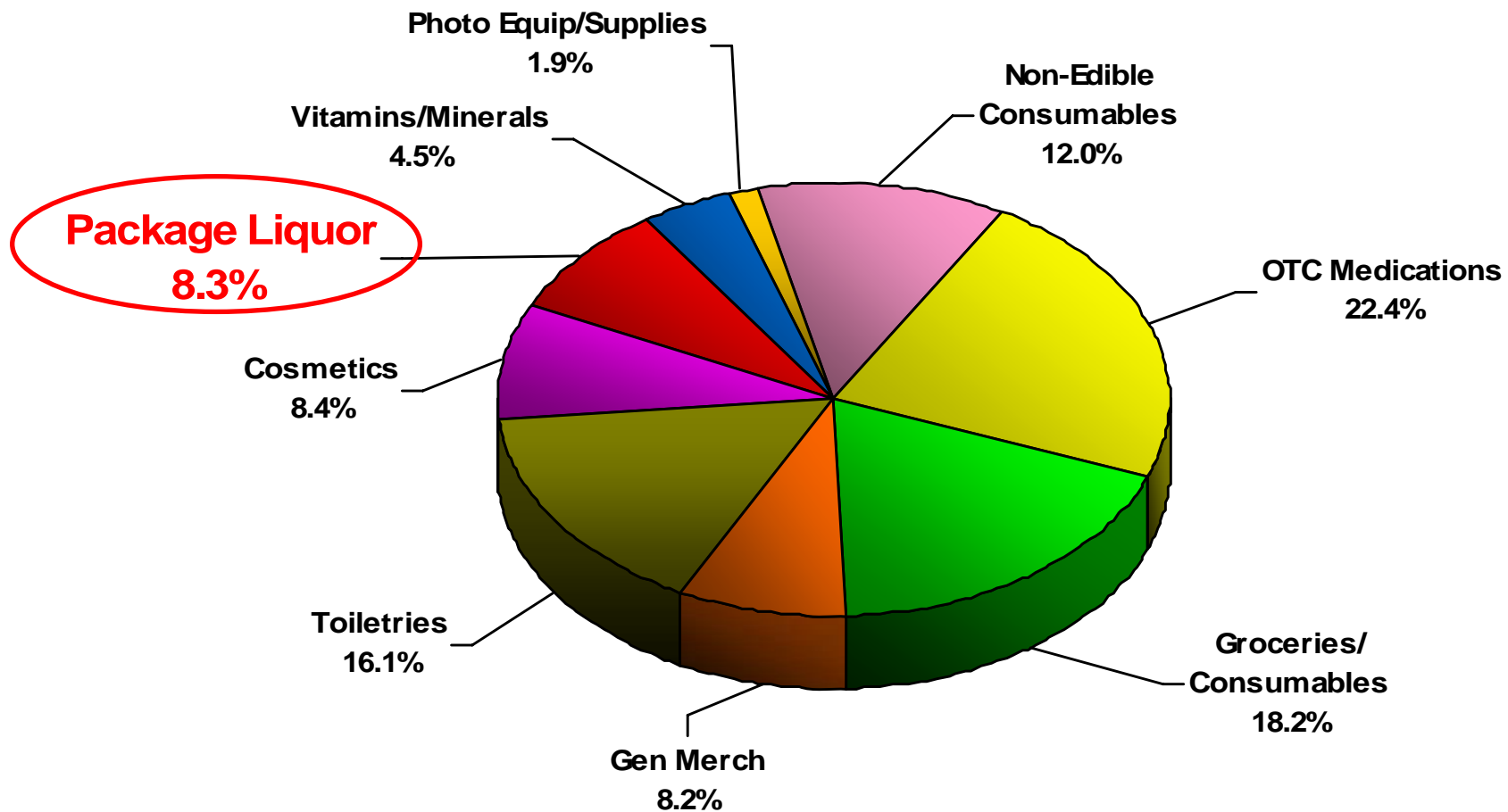


*Drug Channel Overview
1st Quarter 2008*

Drug Channel Front-End Sales



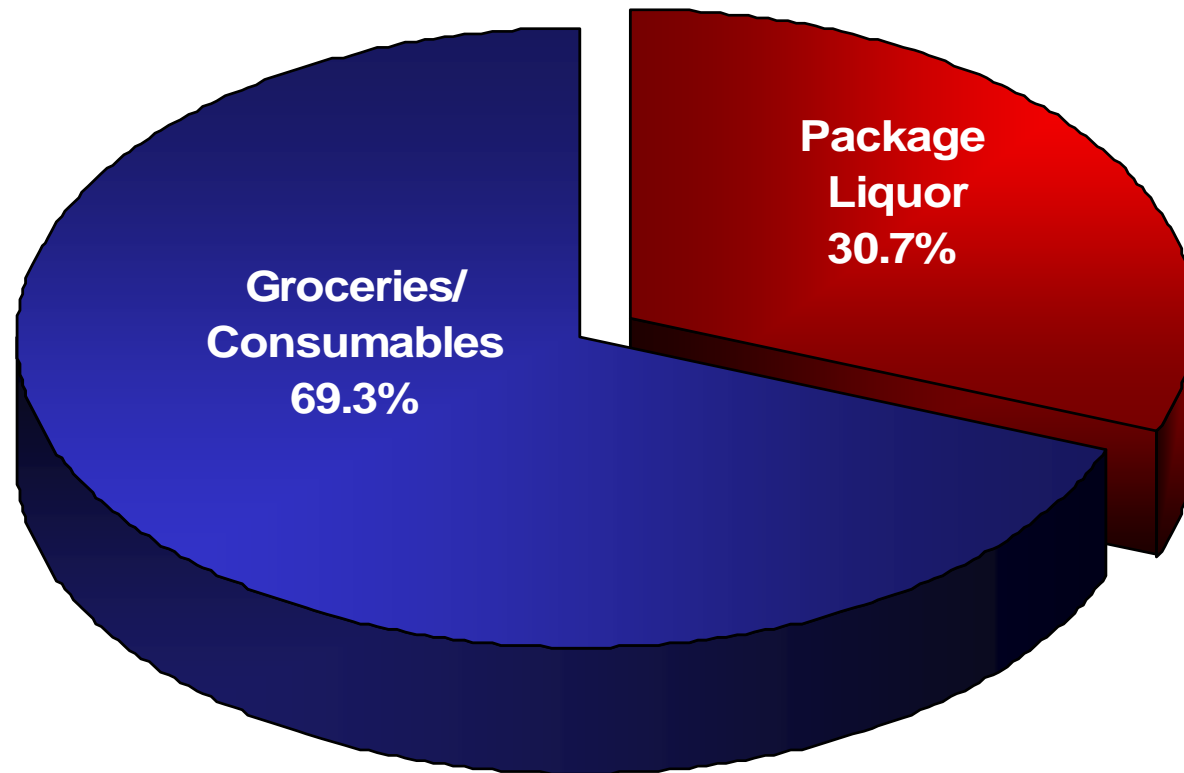
Dollar Share



Package Liquor Represented 30% Of Consumables Sales In The Drug Channel



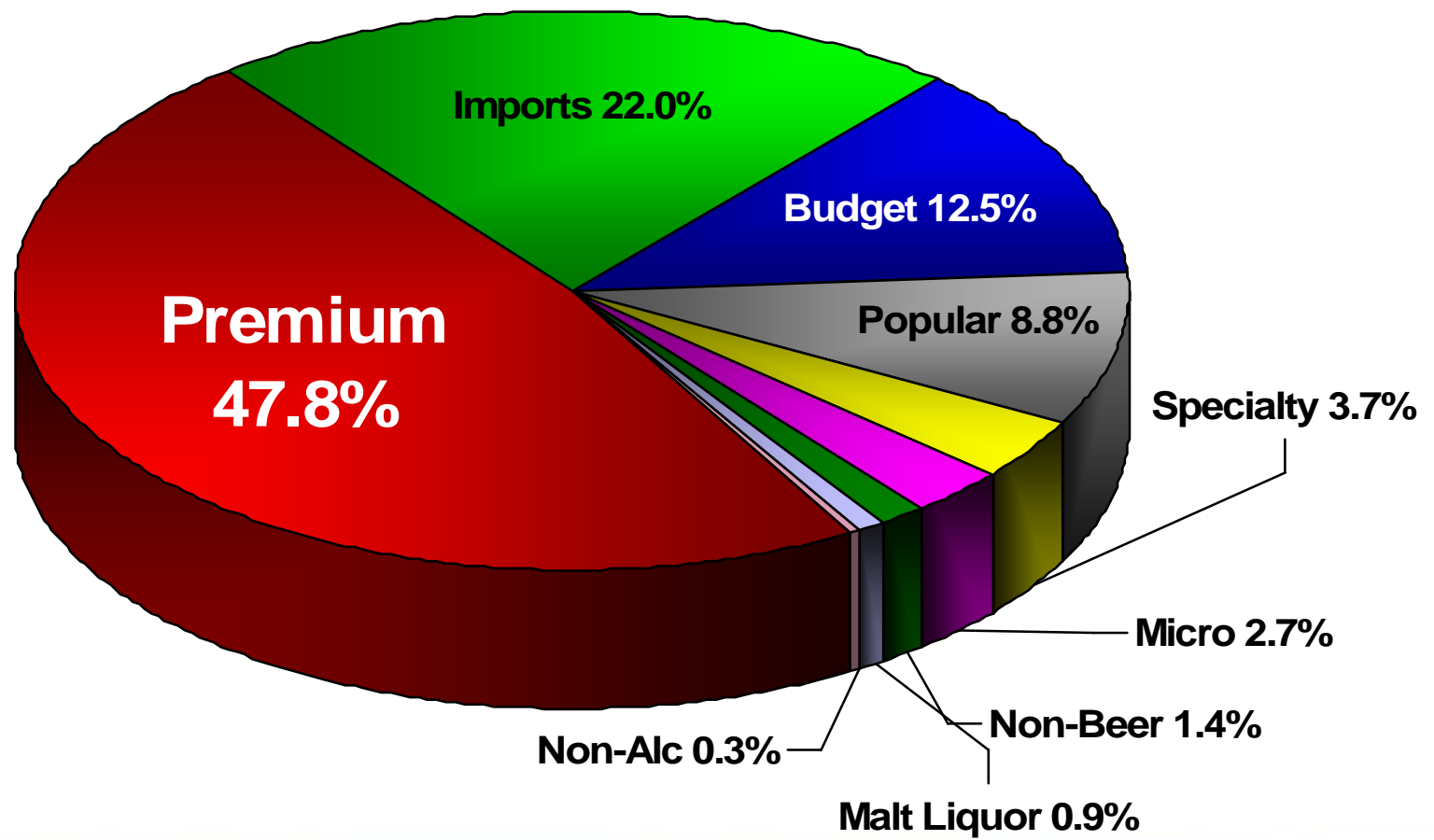
Package Liquor Sales



*Premiums Remain the Bulk of the Business,
Representing Nearly 50% of Category Dollar Sales*



Price Segment Dollar Share
Drug Channel – 1st Quarter 2008

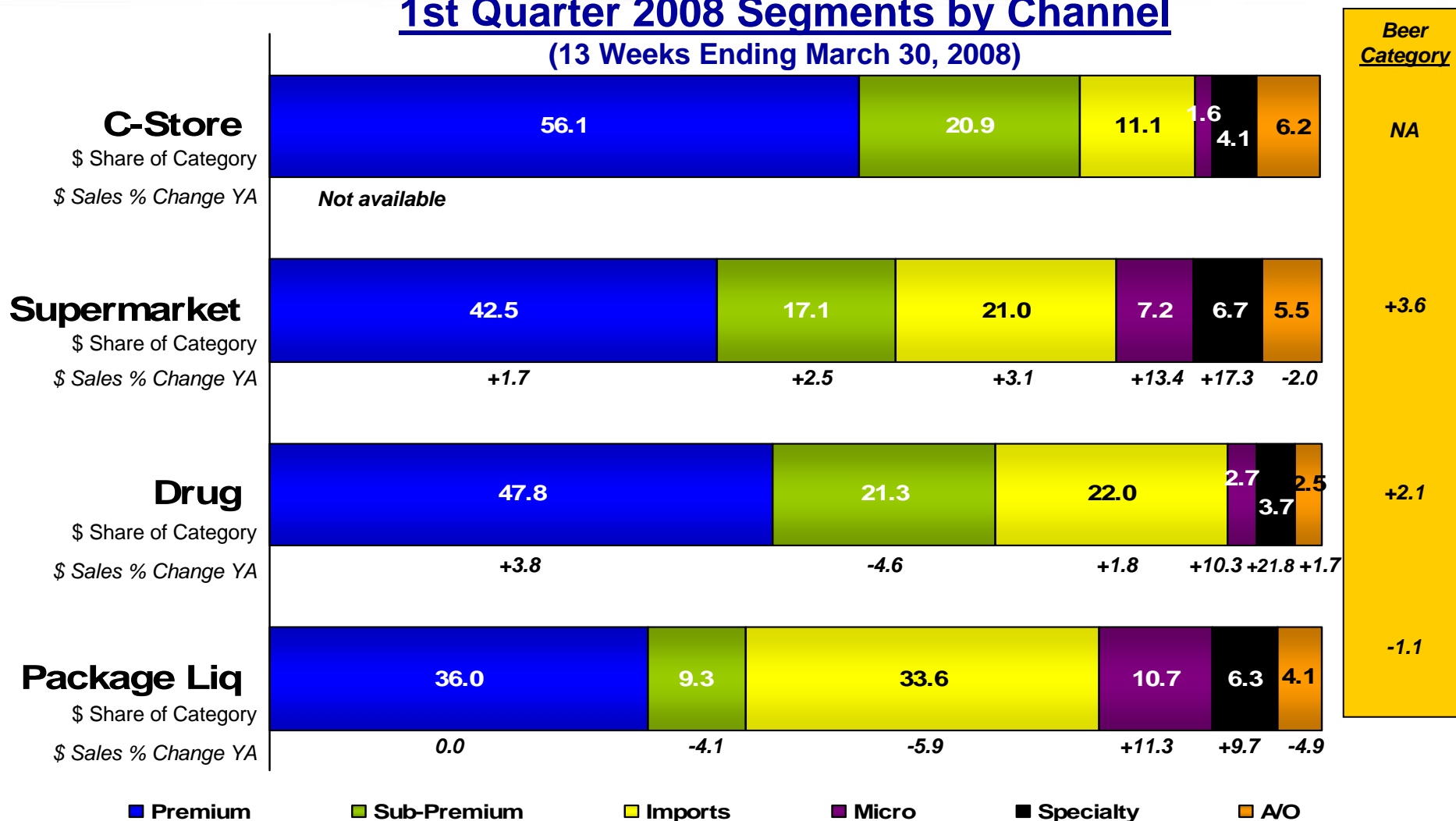


Premium is the Industry Segment Leader in C-Store, Supermarket, Drug and Liquor Channels



1st Quarter 2008 Segments by Channel

(13 Weeks Ending March 30, 2008)



Sources: IRI InfoScan, 1st Quarter 2008 (13 Weeks Ending March 30, 2008) for TUS Supermarket, TUS Drug and TUS C-Store
 IRI InfoScan RMA Sum of Total Liquor Stores, 1st Quarter 2008 (13 Weeks Ending March 30, 2008) for Package Liquor

The Top 20 Brands In The Drug Channel



Dollar Sales

Trend

Brand	Dollar Sales	Trend
Bud Light	\$35,857,610	6.2%
Budweiser	\$23,605,870	1.2%
Coors Light	\$15,924,110	13.4%
Miller Lite	\$14,730,310	0.8%
Corona Extra	\$11,245,780	-7.9%
Heineken	\$9,384,128	3.2%
Natural Light	\$8,388,471	-8.3%
Busch	\$5,158,672	-6.4%
Busch Light	\$5,028,506	-3.2%
Miller High Life	\$4,473,730	-1.4%
Miller Genuine Draft	\$3,817,041	-14.9%
Natural Ice	\$3,581,019	-1.8%
Tecate	\$3,574,380	21.8%
Keystone Light	\$3,440,976	11.2%
Michelob ULTRA	\$3,056,053	1.3%
Milwaukees Best Light	\$2,657,758	-5.9%
Milwaukees Best	\$2,299,260	-11.8%
Corona Light	\$2,021,037	4.4%
Milwaukees Best Ice	\$1,899,887	4.4%
Modelo Especial	\$1,851,983	5.7%

The Top 20 Brands Account for 78.5% of Category Dollar Sales in the Drug Channel

The Top 20 Packages In The Drug Channel

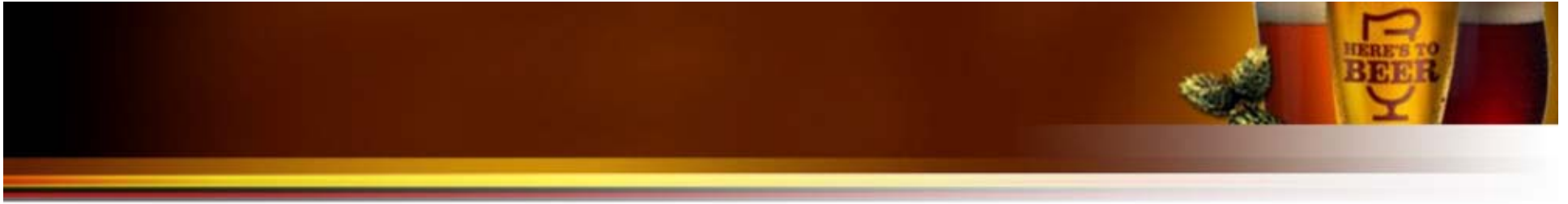


Dollar Sales

Trend

Package	Dollar Sales	Trend
Corona Extra 12-Pack 12oz LNBTL	\$8,652,067	-8.1%
Bud Light 18-Pack 12oz CAN	\$7,933,078	19.8%
Bud Light 30-Pack 12oz CAN	\$6,428,495	20.3%
Heineken 12-Pack 12oz BTL	\$5,648,010	-8.5%
Budweiser 18-Pack 12oz CAN	\$5,585,088	7.8%
Coors Light 18-Pack 12oz CAN	\$4,390,004	7.9%
Budweiser 30-Pack 12oz CAN	\$4,374,739	21.6%
Bud Light 12-Pack 12oz CAN	\$4,013,561	-2.1%
Bud Light 24-Pack 12oz CAN	\$3,892,787	0.2%
Bud Light 12-Pack 12oz LNBTL	\$3,851,898	-5.4%
Bud Light 18-Pack 12oz LNBTL	\$3,706,833	48.6%
Coors Light 30-Pack 12oz CAN	\$3,586,741	48.1%
Busch Light 30-Pack 12oz CAN	\$3,379,522	3.7%
Natural Light 30-Pack 12oz CAN	\$3,240,129	9.1%
Budweiser 12-Pack 12oz CAN	\$3,039,374	-2.1%
Miller Lite 24-Pack 12oz CAN	\$3,001,500	-2.6%
Miller Lite 18-Pack 12oz CAN	\$2,911,125	6.6%
Natural Light 12-Pack 12oz CAN	\$2,789,609	-18.4%
Budweiser 24-Pack 12oz CAN	\$2,647,079	-3.8%
Busch 30-Pack 12oz CAN	\$2,636,698	-6.0%

The Top 20 Packages Account for 41.5% of Category Dollar Sales in the Drug Channel



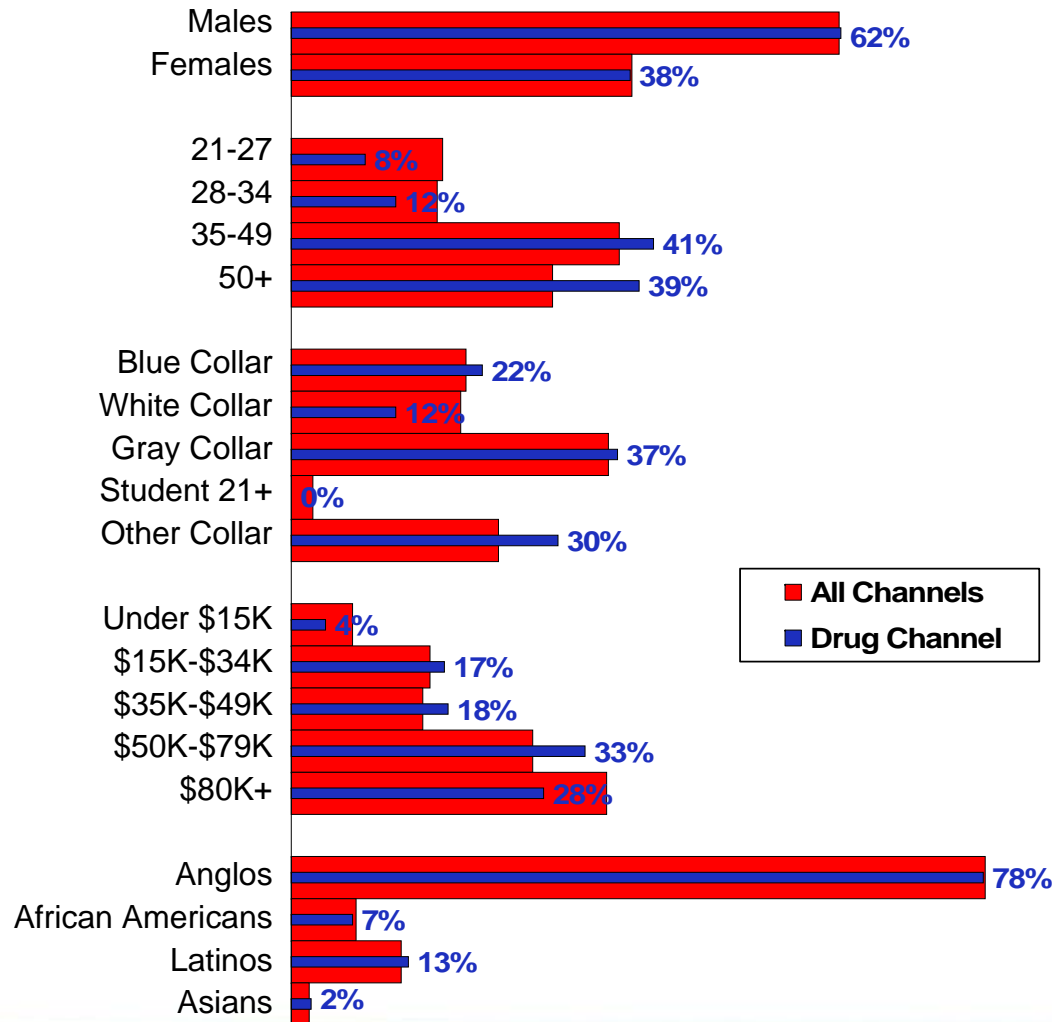
Shopper and Consumer Insights



Drug Channel Beer Consumer Demographic Profile



Those Who Say Their Most Often Beer Store is a Drug Store

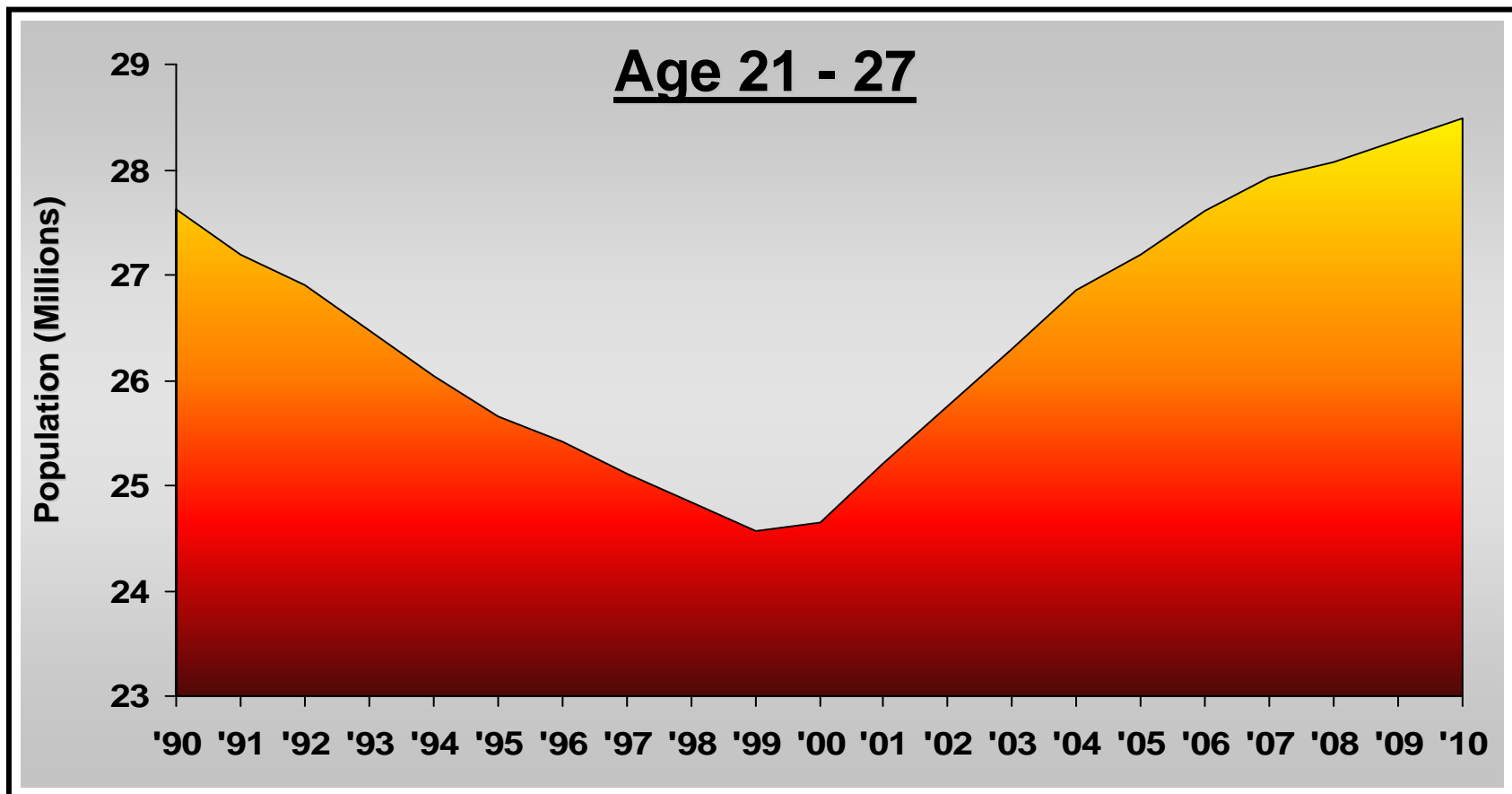


- The shoppers most commonly found buying beer at Drug Stores are male, 35+ years old, gray and other collar, middle income, and Anglo.
- Versus All Channels, Drug Store beer shoppers skew older (50+ years) and “other” collar (primarily retired), and middle to higher income.

The Number Of Core Beer Consumers Is Expected To Continue Growing, Generating Greater Category Sales



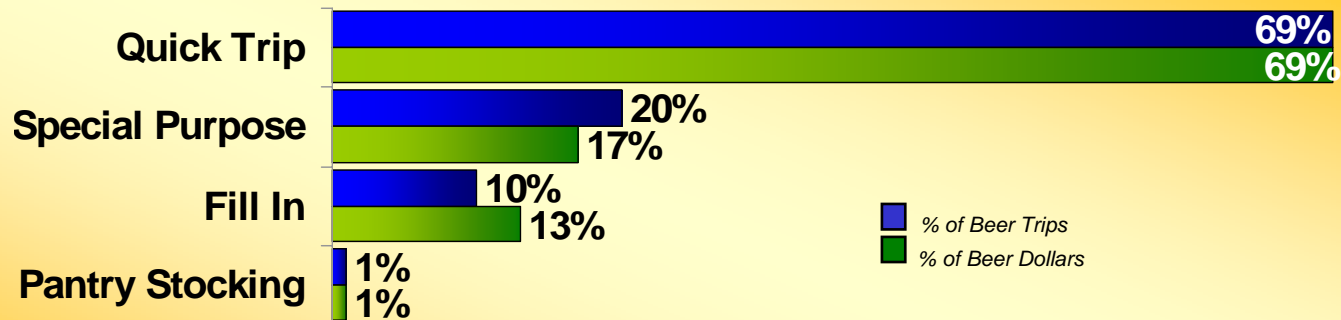
- After bottoming out in the late 1990's, the core 21-27 year old beer consumer demographic is projected to grow through the year 2010!



Drug Store Beer Trip Facts



Drug Store Trips With Beer in Basket



- ✓ In Drug Stores, address the need states of these shoppers & trips:
 - Make “Quick Trip” shopping easy with the right flow and category adjacencies
 - Use merchandising and cross-promotions that will resonate with “Quick Trip” Beer Shoppers (i.e. snacks, other beverages)

Beer Trip Characteristics

Quick Trips w/Beer:

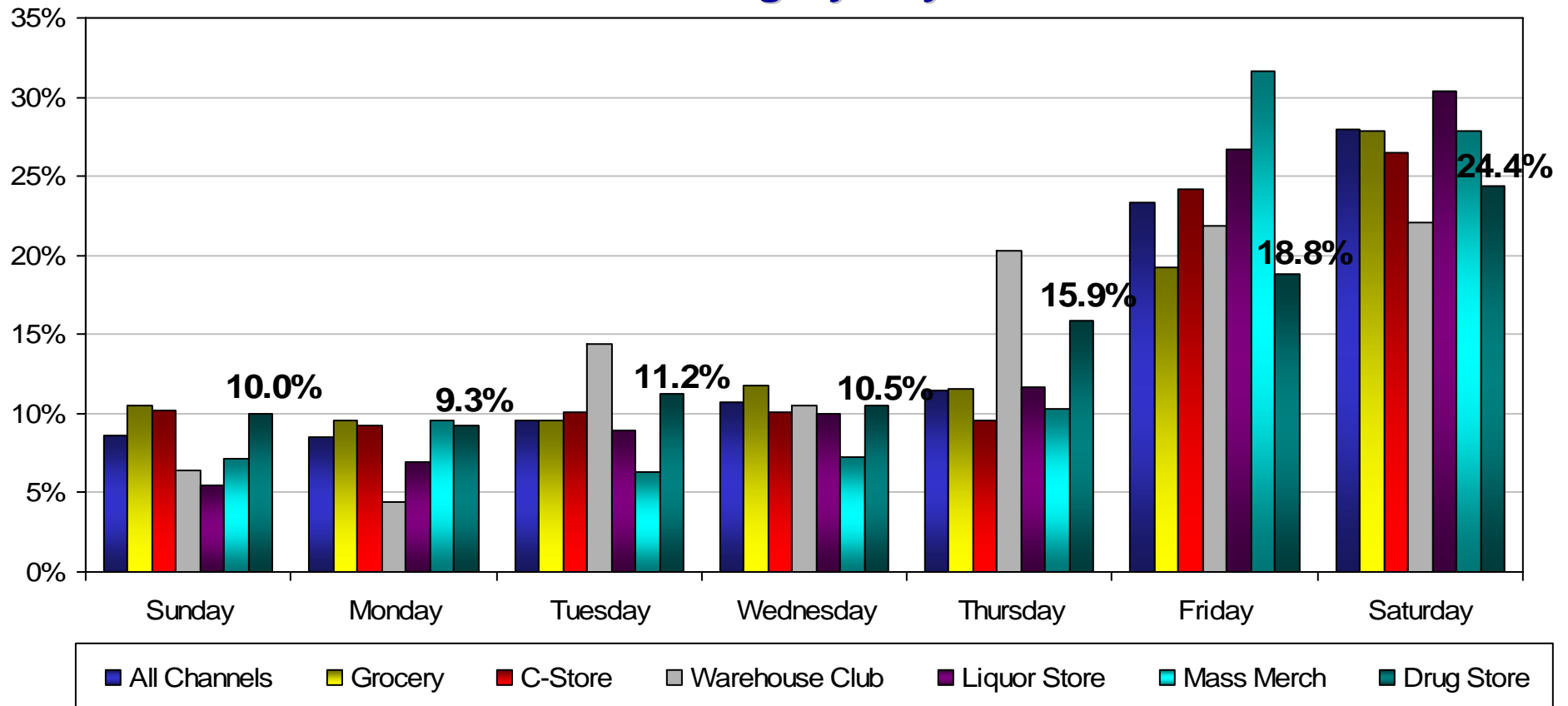
- ✓ 47% are in the store just for Beer
- ✓ Perceived Price and Store Location drive the store choice
- ✓ Premium Beer (53%)
- ✓ 12-packs (39%), 6-packs or Singles (20%)

TRIP TYPE DEFINITIONS: Quick Trip – 1-3 Items; Under \$20; Special Purpose Trip – around 5 items; \$30-\$50; specific purpose/occasion; Fill-In Trip – 10-15 items; \$50-\$80, replenish; Pantry Stocking Trip – over 15 items; over \$80; large, planned trip

Beer Purchasing Behavior



Beer Purchasing By Day Of Week

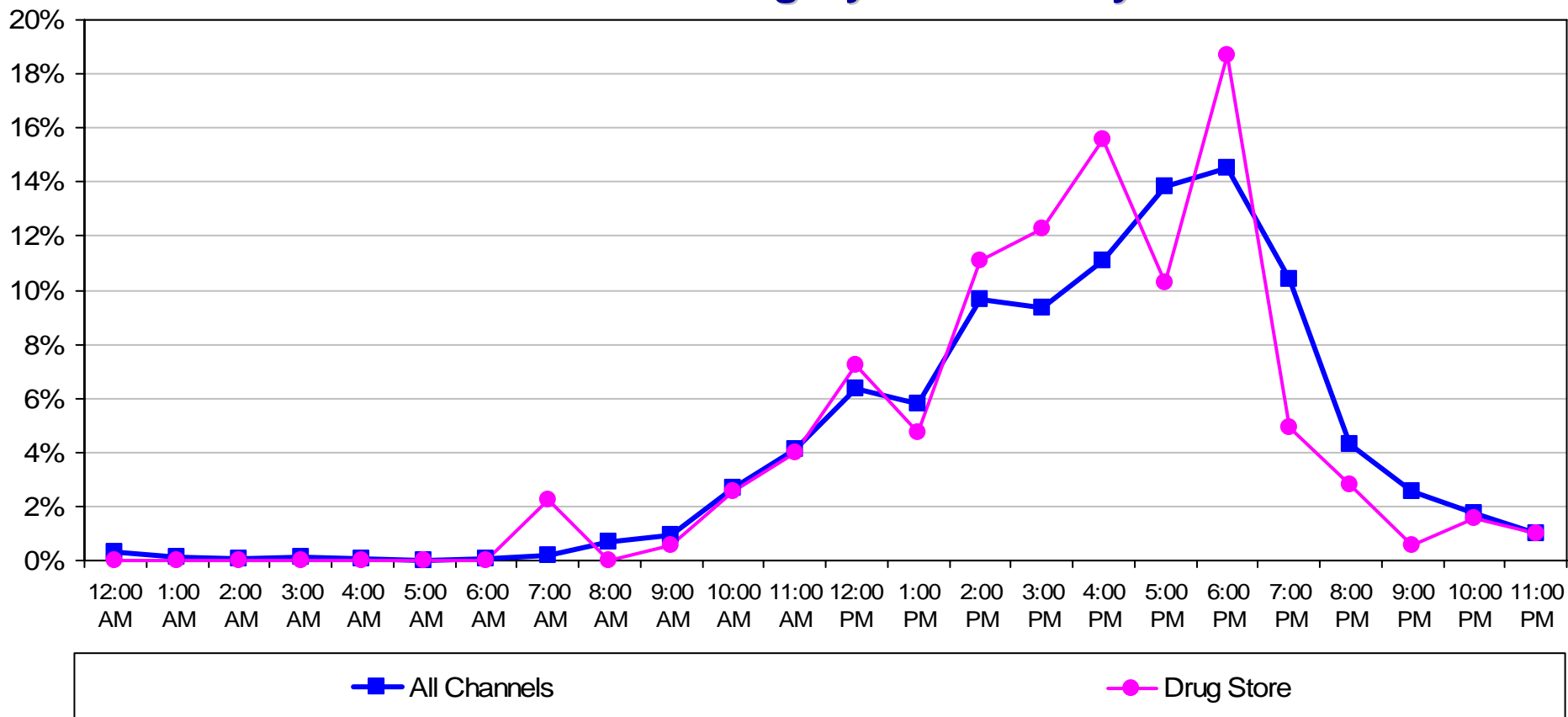


- **Fridays and especially Saturdays are the key beer purchasing days across all channels.**
- **There is an opportunity for Drug stores to become more of a Friday beer destination**

Beer Purchasing Behavior



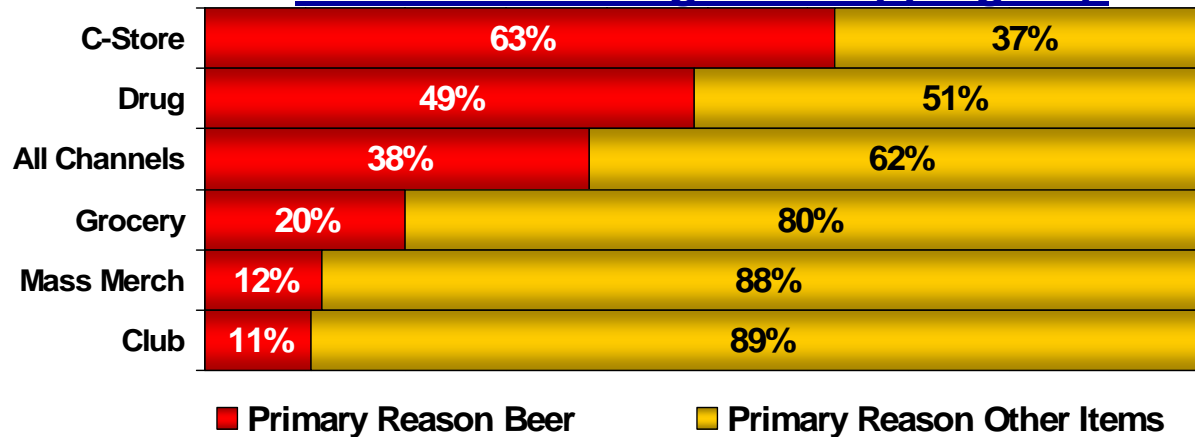
Beer Purchasing By Time of Day



Beer Shopper Mindset by Channel

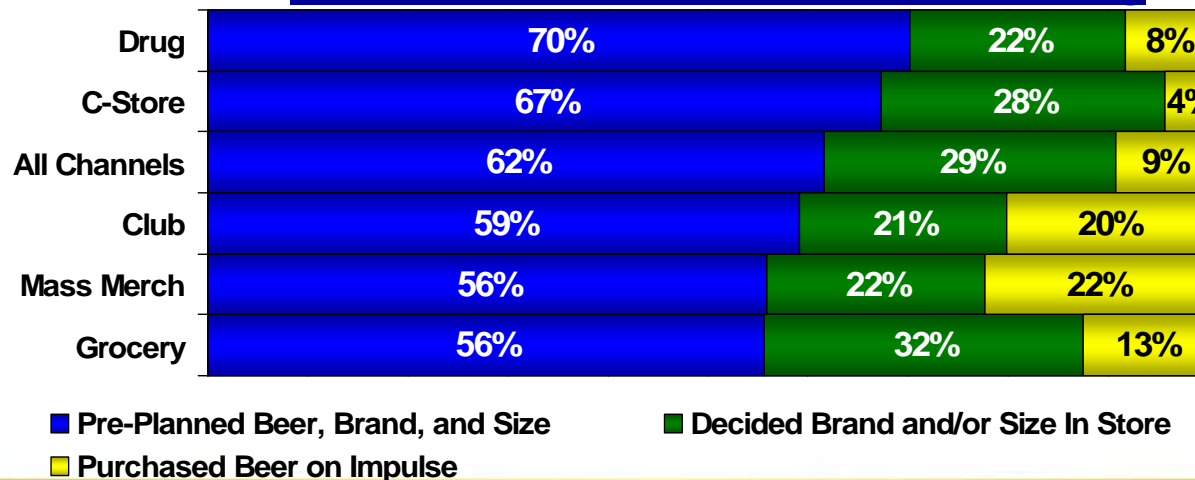


Reason for Going on Shopping Trip



Retailers have a big opportunity in Beer given its “destination” nature, especially in C-Stores and Drug stores.

Planned vs. Impulse Beer Purchasing

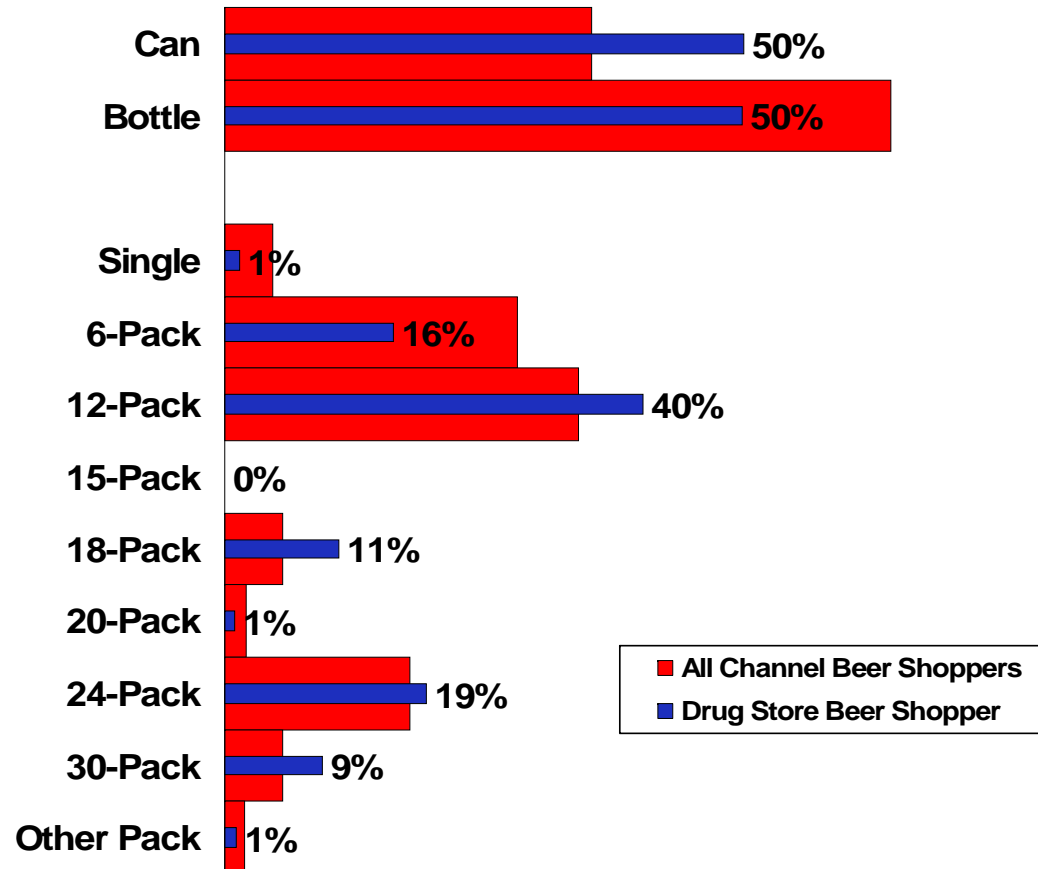


The biggest opportunities for in-store influence are in Grocery, Mass Merch, and Clubs.

Beer Purchasing Behavior



Most Recent Purchase at Drug Store: Size/Package Type



- Versus All Channels, Drug Store beer buyers are more likely to purchase canned beer and skew toward 12- and 18-packs.

Who Are Drug Store Shoppers?



Beer Shoppers Are Beer Consumers

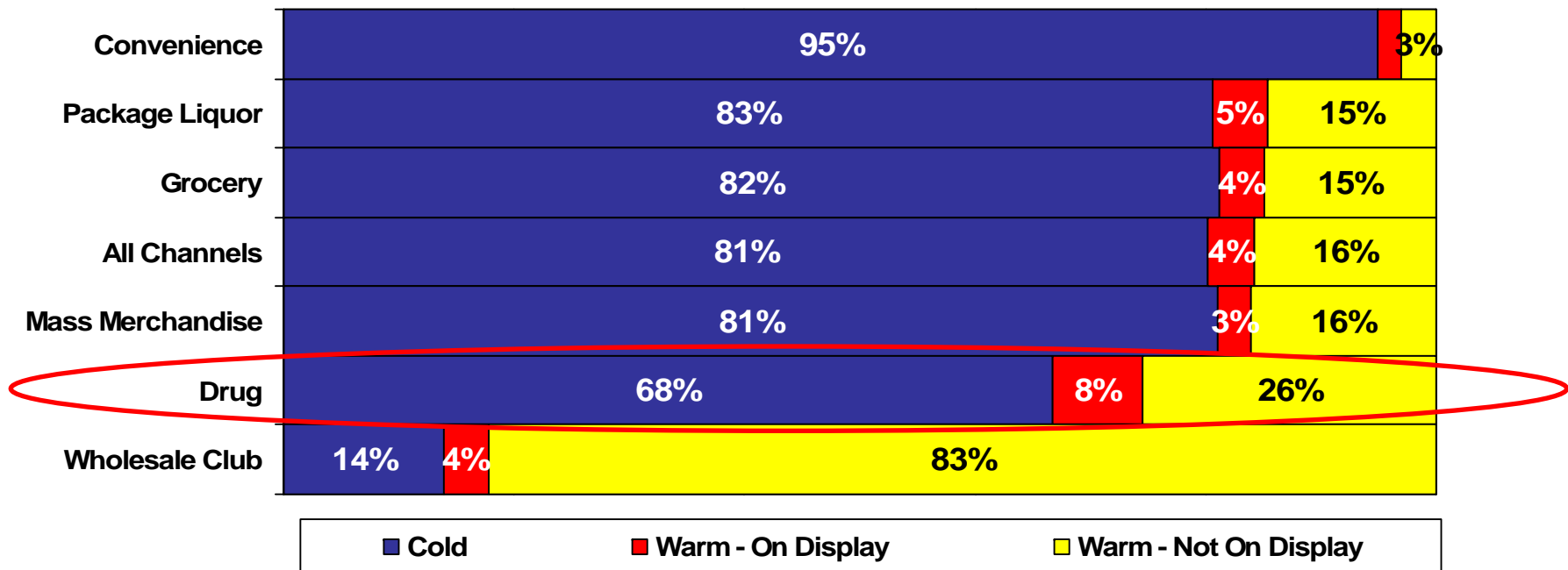
	C-Store	Liquor Store	Drug Store	All Channels	Grocery	Warehouse Club	Mass Merch
Shopper Consumer	94%	94%	93%	92%	91%	89%	89%
Shopper Non-Consumer	6%	6%	7%	8%	9%	11%	11%

- The vast majority of beer shoppers are also beer consumers, Drug Store beer shoppers are no exception
- In-store merchandising and POS should speak to a beer *consumer's* mindset. In other words, go beyond price messages to include lifestyle and beer occasion imagery.

The Beer Purchase Decision



Cold Vs. Warm Beer Purchasing Total Beer Shoppers By Channel



- Proper cooler space management is imperative at Drug Store, since Beer shoppers there overwhelmingly like to purchase beer cold.

Summary



- **Package liquor is 8% of front-end dollar sales**
- **Package liquor represents 30% of consumable sales in the drug channel**
- **The shoppers most commonly found buying beer at Drug Stores are male, 35+ years old, gray and other collar, middle income, and Anglo.**
- **Being in-stock, especially on weekends, is critically important to reduce out-of-stocks and maintain customer satisfaction**
- **Versus All Channels, Drug Store beer buyers are more likely to purchase canned beer and skew toward 12 and 18 packs**
- **Proper cold vs. Warm beer space allocation is important at drug store, to satisfy beer shoppers varied consumption needs**
- **Premiums remain the bulk of the business, representing nearly 50% of category dollar sales**