

Effective Dates: 08/30/2020 – 10/31/2020



Holidays & Key Events

Labor Day
Halloween

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HAPPY Labor Day

HAPPY Halloween

Field Merchandising Office Contact List

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**SETS ON
08/30/20**

New Coors Seltzer

Coors will be launching new Coors Seltzer in August. (CVS sku #543196) This will be a Variety 12pk and will contain the following flavors:

- Black Cherry
- Lemon Lime
- Mango
- Grapefruit

Henry’s Hard Sparkling Water (#449707) will be discontinued. Stores should merchandise the new Coors Seltzer package in the Henry’s Hard location.

Select stores will receive a Coors Seltzer shipper. DLs will receive the list of stores before the planner implementation date.



Brooklyn Brewery Beer MIR Offer

Brooklyn Brewery will be offering a MIR with purchase valid through 12/31/20. This will be an on-pack sticker and merchandised by the distributors.

SAVE \$2 BY MAIL WHEN YOU PURCHASE (1) 6-PACK OF ANY **BROOKLYN BREWERY BEER**

OR

SAVE \$4 BY MAIL WHEN YOU PURCHASE (2) 6-PACK OR (1) 12-PACK OF ANY **BROOKLYN BREWERY BEER**

Valid in: CT, IL, MA, ME, MO, NC, NH, NJ, NY, OH, PA, SC, VT
See reverse side for details.

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SAVE \$2 BY MAIL WHEN YOU PURCHASE (1) 6-PACK OF ANY **BROOKLYN BREWERY BEER**

OR

SAVE \$4 BY MAIL WHEN YOU PURCHASE (2) 6-PACKS OR (1) 12-PACK OF ANY **BROOKLYN BREWERY BEER**

To receive your rebate, mail original dated cash register receipt(s) showing product purchased with price circled (on proof-of-purchase) and completed certificate mailed to:

RP Promotions-Brooklyn 6 Pack / 12 Pack Rebate
9 Fourth Avenue
Poughs, NY 10803

This official certificate must accompany your request. Photographs or other mechanical reproductions will not be accepted. Offer valid only to residents of legal drinking age, on purchase made in CT, IL, MA, ME, MO, NC, NH, NJ, NY, OH, PA, SC, VT.

Void where taxed, prohibited, or restricted by law. Respondents must be of legal drinking age in their state of residence. The following individuals and their families are not eligible for participation in this offer: Employees of Brooklyn Brewery, its subsidiaries and affiliates, printers, advertising and promotion agencies, licensed beverage alcohol manufacturers, suppliers, importers, distributors, wholesalers and retailers.

No more than 4 per household address per year. No expiration date.

Mail this form along with your itemized cash register receipt(s) with purchase circled to: RP Promotions- Brooklyn 6 Pack / 12 Pack Rebate, 9 Fourth Avenue / Poughs, NY 10803. Proof of purchase and official certificate must be forwarded in an envelope with sufficient first class postage. Mail with insufficient postage will be returned. Only streets or rural addresses are acceptable. Rights reserved to confirm identification. Fraudulent submission could result in federal prosecution under U.S. Mail Fraud statutes. Brooklyn Brewery or RP Promotions is not responsible for late, lost or misdirected mail.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

AGE (Must be 21 years of age or older) _____ E-Mail _____



"Gloves Off" Memo

Here is how YOU can help:

- **Allow distributors** to merchandise "gloves off" displays of the below **top/key brands** which have been selected by the respective FMM Team:

BEER			
Rank	SKU	DESCRIPTION	SIZE
1	295895	WHT CLW SLZ 12PKCN	12Z
2	562041	CORONA 12PK BT	12Z
3	432617	HEINEKEN 12PK BTL	12Z
4	278302	MODELO ESP 12PKCN	12Z

- Ensure prime placement within the store: front of store, drive aisle, or any other high traffic area
 - **DO NOT PLACE IN FRONT OF PHARMACY**

"Gloves off" Timing:

- "Gloves Off" weeks for SEP/OCT: WKS 35-37, & 43
- **Key Holidays:**
 - Labor Day → 8/7/2020
 - Focus should be week 35-37

Merchandising Execution Requirements:

- Displays should be **impactful but tasteful** and placed out of Alcohol Beverage department in **high traffic locations** such as: **front of store, drive aisle, or any other high traffic area**
 - Please work with your distributor sales rep on display location
- Goal is to have 3-4 interruption points
 - Potential locations for displays include (*but are not limited to*):
 - Seasonal Display, Drive Aisle, Card Aisle, End Cap in Drive Aisle, other **High Traffic** locations
 - **DO NOT PLACE IN FRONT OF PHARMACY**
- Ensure all "gloves off" displays are **tagged** appropriately with **TPR and/or promo tags**
- "GLOVES OFF" DOES **NOT** PERTAIN TO HEALTH HUB STORES
 - Alcohol is not approved to be "gloves off" within Health Hub stores

DRIVE AISLE INTERRUPTION POINTS



**Brands pictured are for communication & illustration purposes only*

Hard Seltzer Mega Plan

By effectively executing a 2020 national Hard Seltzer Mega Plan, we will drive **+\$29M** in sales, bringing the Beer category back to **growth!** We need **YOUR** help in achieving this significant growth plan!

HARD SELTZER INSIGHTS (NATIONAL)

KNOW THE FACTS:

CUSTOMER:

- More affluent, younger, & more ethnically diverse
- Basket Size: **\$31.66** (Avg FS basket: \$21.77)
 - Their basket is **\$10 larger** than the average FS basket!
- Make **1.6 trips (+2.8% to LY)** and spend **\$16.30** per trip

SALES:

- Hard Seltzers have brought **Beer** back to **growth** within total marketplace
 - It is our **fastest growing** Total Alcohol segment, up **+476.2%** or **+\$13.6M** to LY!
- Without category would be down **-11.0%** vs. Alternatives, the Total Beer **-2.9%**!
 - **YTD Top 3 Brands Performance Nationally:**
 - White Claw: **\$10.3M**, (**+332.9%** or **+\$7.9M** vs LY)
 - White Claw 12pk is the **#1 Total Alcohol** item
 - Truly: **\$2.6M** (**+530.3%** or **+\$2.2M** vs LY)
 - Bud Light Seltzer: **\$1.8M**, (**NEW** to market!)
 - White Claw, Truly & Bud Light Seltzer represent **~70%** of Total Alternatives!

HERE IS HOW YOU CAN HELP:

- Increase bulk stack display presence
 - Feature top 3 brands at a minimum
- Reference your Alcohol merch planner to understand floor displays as well as single serve options that are available

NEW YORK GOALS & RESULTS

2020 GOAL:

State	% of Total Beer Category Sales	% of Total Alternatives Category Sales	Alternatives % of Total Beer Sales for State	Alternatives \$ Growth Goal	Projected Total Alternatives \$
NEW YORK	8.7%	12.66%	9.75%	\$3,661,731	\$6,256,835

YTD RESULTS:

NEW YORK	
TOTAL SALES \$	\$3,020,872
\$ CHG LY	\$2,220,501
% CHG LY	277.4%
VAR TO GOAL	\$(1,441,230)
% OF GOAL ACHIEVED	60.6%

TOP BRAND PERFORMANCE:

NEW YORK			
BRAND	TOTAL SALES \$	\$ CHG LY	% CHG LY
WHITE CLAW	\$1,602,833	\$1,227,757	327.3%
TRULY	\$364,802	\$356,979	4563.0%
BUD LIGHT SELTZER	\$335,174	NEW	NEW



Merchandising Execution Requirements

Stores should locate a Primary display on a bulk flat location near the coolers. Exact position will vary by store layout type.

•**Primary Display** : Should be built to match weekly front page ad or hot month long TPR price

•**Secondary Display**: Can be built in stores where space is available to ensure holding power for seltzer brands

Bulk Display #1

Premium Ad Packs



Bulk Display #2

Hard Seltzers



*Premium packs vary by ad zone. Could include 12s, 18s or 24s based on availability and priorities within zone

Monthly Beer Promotions

Ad features and retails are subject to change

Ad Zone	Ad Week	SKU#	Description	Size	Promo Ret	Promo Qty	Comments
53 & 57	8/30/2020	841239	BUD 18PK CAN	12Z	14.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		841288	BUD LT 18PK CAN	12Z	14.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		939231	COORS 18PK CAN	12Z	14.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		939223	COORS LT 18PK CAN	12Z	14.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		675173	MILLER LITE 18PKCN	12Z	14.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
53 & 57	9/6/2020	418052	BL SELTZER 12PKCN	12Z	15.99	1	
		366347	BUD LGH STRW12PKCN	12Z	15.99	1	
		439566	TRULY BERRY 12PKCN	12Z	15.99	1	
		229999	TRULY CIT VAR 12PK	12Z	15.99	1	
		402309	LEMONADE VP 12PKCN	12Z	15.99	1	
		333910	TRULY TROP 12PKCN	12Z	15.99	1	
		411371	WHT CLW 12PK VAR C	12Z	15.99	1	
		694596	WHITECLAW BC 12PK	12Z	15.99	1	
		162616	WHITECLAWPURE 12CN	12Z	15.99	1	
		295895	WHT CLW SLZ 12PKCN	12Z	15.99	1	
53 & 57	9/13/2020	841239	BUD 18PK CAN	12Z	14.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		841288	BUD LT 18PK CAN	12Z	14.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		939231	COORS 18PK CAN	12Z	14.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		939223	COORS LT 18PK CAN	12Z	14.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		675173	MILLER LITE 18PKCN	12Z	14.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
53 & 57	9/20/2020	562041	CORONA 12PK BT	12Z	16.99	1	
		432617	HEINEKEN 12PK BTL	12Z	16.99	1	
		437178	CORONA LT 12PK BT	12Z	16.99	1	
		224912	CORONA PRM 12PK BT	12Z	16.99	1	
		362085	STELLA ART 12PK BT	11.2	16.99	1	
		331982	HEINEKEN LT 12PK	12Z	16.99	1	

Monthly Beer Promotions

Ad features and retails are subject to change

Ad Zone	Ad Week	SKU#	Description	Size	Promo Ret	Promo Qty	Comments
53 & 57	9/27/2020	418052	BL SELTZER 12PKCN	12Z	15.99	1	
		366347	Bud Light Variety 2.0 Remix 12pk Cn 12oz	12Z	15.99	1	
		402309	LEMONADE VP 12PKCN	12Z	15.99	1	
		333910	TRULY TROP 12PKCN	12Z	15.99	1	
		439566	TRULY BERRY 12PKCN	12Z	15.99	1	
		229999	TRULY CIT VAR 12PK	12Z	15.99	1	
		694596	WHITECLAW BC 12PK	12Z	15.99	1	
		162616	WHITECLAWPURE 12CN	12Z	15.99	1	
		295895	WHT CLW SLZ 12PKCN	12Z	15.99	1	
		411371	WHT CLW 12PK VAR C	12Z	15.99	1	
53 & 57	10/4/2020	541847	BUSCH 6PK CANS	16Z	9.00	2	
		826511	BUSCH LT 6PK CANS	16Z	9.00	2	
		137436	Natural Ice 6 Pack 16 Cans	16Z	9.00	2	
		449678	MILLER HI LFE 6PK	16Z	9.00	2	
53 & 57	10/11/2020	562041	CORONA 12PK BT	12Z	16.99	1	
		432617	HEINEKEN 12PK BTL	12Z	16.99	1	
		437178	CORONA LT 12PK BT	12Z	16.99	1	
		224912	CORONA PRM 12PK BT	12Z	16.99	1	
		362085	STELLA ART 12PK BT	11.2	16.99	1	
		331982	HEINEKEN LT 12PK	12Z	16.99	1	
53 & 57	10/18/2020	841288	BUD LT 18PK CAN	12Z	14.99	1	
		841239	BUD 18PK CAN	12Z	14.99	1	
		341278	LABATT BL LT 18PCN	12Z	14.99	1	
		341275	LABATT BLUE 18PKCN	12Z	14.99	1	
		939223	COORS LT 18PK CAN	12Z	14.99	1	
		675173	MILLER LITE 18PKCN	12Z	14.99	1	
53 & 57	10/25/2020	418052	BL SELTZER 12PKCN	12Z	15.99	1	
		366347	Bud Light Variety 2.0 Remix 12pk Cn 12oz	12Z	15.99	1	
		402309	LEMONADE VP 12PKCN	12Z	15.99	1	
		333910	TRULY TROP 12PKCN	12Z	15.99	1	
		439566	TRULY BERRY 12PKCN	12Z	15.99	1	
		229999	TRULY CIT VAR 12PK	12Z	15.99	1	
		694596	WHITECLAW BC 12PK	12Z	15.99	1	
		162616	WHITECLAWPURE 12CN	12Z	15.99	1	
		295895	WHT CLW SLZ 12PKCN	12Z	15.99	1	
		411371	WHT CLW 12PK VAR C	12Z	15.99	1	

Monthly Beer Promotions

Ad features and retails are subject to change

Ad Zone	Ad Week	Sku#	Description	Size	Promo Ret	Promo Qty	Comments
55-63	8/30/2020	841239	BUD 18PK CAN	12Z	15.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		841288	BUD LT 18PK CAN	12Z	15.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		939231	COORS 18PK CAN	12Z	15.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		939223	COORS LT 18PK CAN	12Z	15.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		675173	MILLER LITE 18PKCN	12Z	15.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
55-63	9/6/2020	174384	BON & VIV VR 12PK	12Z	15.99	1	
		418076	BONVIV 12PKCN	12Z	15.99	1	
		333910	TRULY TROP 12PKCN	12Z	15.99	1	
		402309	LEMONADE VP 12PKC	12Z	15.99	1	
		439566	TRULY BERRY 12PKCN	12Z	15.99	1	
		229999	TRULY CIT VAR 12PK	12Z	15.99	1	
		295895	WHT CLW SLZ 12PKCN	12Z	15.99	1	
		694596	WHITECLAW BC 12PK	12Z	15.99	1	
		162616	WHITECLAWPURE 12V	12Z	15.99	1	
411371	WHT CLW 12PK VAR (1	12Z	15.99	1			
55-63	9/13/2020	841239	BUD 18PK CAN	12Z	15.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		841288	BUD LT 18PK CAN	12Z	15.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		939231	COORS 18PK CAN	12Z	15.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		939223	COORS LT 18PK CAN	12Z	15.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
		675173	MILLER LITE 18PKCN	12Z	15.99	1	MIR - SAVE \$7 ON THE PURCHASE OF ONE 18 PACK
55-63	9/20/2020	562041	CORONA 12PK BT	12Z	15.99	1	
		344605	CORONA FAM 12PK B	12Z	15.99	1	
		437178	CORONA LT 12PK BT	12Z	15.99	1	
		224912	CORONA PRM 12PK B	12Z	15.99	1	
		432617	HEINEKEN 12PK BTL	12Z	15.99	1	
		331982	HEINEKEN LT 12PK	12Z	15.99	1	
		382318	MODELO 12PKBT	12Z	15.99	1	
		362085	STELLA ART 12PK BT	11.2	15.99	1	

Monthly Beer Promotions

Ad features and retails are subject to change

Ad Zone	Ad Week	SKU#	Description	Size	Promo Ret	Promo Qty	Comments
55-63	9/27/2020	174384	BON & VIV VR 12PK	12Z	15.99	1	
		418076	BONVIV 12PKCN	12Z	15.99	1	
		333910	TRULY TROP 12PKCN	12Z	15.99	1	
		402309	LEMONADE VP 12PKCN	12Z	15.99	1	
		439566	TRULY BERRY 12PKCN	12Z	15.99	1	
		229999	TRULY CIT VAR 12PK	12Z	15.99	1	
		295895	WHT CLW SLZ 12PKCN	12Z	15.99	1	
		694596	WHITECLAW BC 12PK	12Z	15.99	1	
		162616	WHITECLAWPURE 12CN	12Z	15.99	1	
		411371	WHT CLW 12PK VAR C	12Z	15.99	1	
55-63	10/4/2020	841239	BUD 18PK CAN	12Z	16.99	1	
		841288	BUD LT 18PK CAN	12Z	16.99	1	
		939231	COORS 18PK CAN	12Z	16.99	1	
		939223	COORS LT 18PK CAN	12Z	16.99	1	
		675173	MILLER LITE 18PKCN	12Z	16.99	1	
55-63	10/11/2020	174384	BON & VIV VR 12PK	12Z	15.99	1	
		418076	BONVIV 12PKCN	12Z	15.99	1	
		333910	TRULY TROP 12PKCN	12Z	15.99	1	
		402309	LEMONADE VP 12PKCN	12Z	15.99	1	
		439566	TRULY BERRY 12PKCN	12Z	15.99	1	
		229999	TRULY CIT VAR 12PK	12Z	15.99	1	
		295895	WHT CLW SLZ 12PKCN	12Z	15.99	1	
		694596	WHITECLAW BC 12PK	12Z	15.99	1	
		162616	WHITECLAWPURE 12CN	12Z	15.99	1	
		411371	WHT CLW 12PK VAR C	12Z	15.99	1	
55-63	10/18/2020	841239	BUD 18PK CAN	12Z	16.99	1	
		841288	BUD LT 18PK CAN	12Z	16.99	1	
		939231	COORS 18PK CAN	12Z	16.99	1	
		939223	COORS LT 18PK CAN	12Z	16.99	1	
		675173	MILLER LITE 18PKCN	12Z	16.99	1	
55-63	10/25/2020	562041	CORONA 12PK BT	12Z	15.99	1	
		344605	CORONA FAM 12PK BT	12Z	15.99	1	
		437178	CORONA LT 12PK BT	12Z	15.99	1	
		224912	CORONA PRM 12PK BT	12Z	15.99	1	
		432617	HEINEKEN 12PK BTL	12Z	15.99	1	
		331982	HEINEKEN LT 12PK	12Z	15.99	1	
		382318	MODELO 12PKBT	12Z	15.99	1	
		362085	STELLA ART 12PK BT	11.2	15.99	1	

Monthly Beer Promotions

Ad features and retails are subject to change

Ad Zone	Ad Week	SKU#	Description	Size	Promo Ret	Promo Qty
62	8/30/2020	174384	BON & VIV VR 12PK	12Z	15.99	1
		439566	TRULY BERRY 12PKCN	12Z	15.99	1
		229999	TRULY CIT VAR 12PK	12Z	15.99	1
		402309	LEMONADE VP 12PKCN	12Z	15.99	1
		333910	TRULY TROP 12PKCN	12Z	15.99	1
		411371	WHT CLW 12PK VAR C	12Z	15.99	1
		694596	WHITECLAW BC 12PK	12Z	15.99	1
		162616	WHITECLAWPURE 12CN	12Z	15.99	1
		295895	WHT CLW SLZ 12PKCN	12Z	15.99	1
62	9/6/2020	841239	BUD 18PK CAN	12Z	16.99	1
		841288	BUD LT 18PK CAN	12Z	16.99	1
		939231	COORS 18PK CAN	12Z	16.99	1
		939223	COORS LT 18PK CAN	12Z	16.99	1
		675173	MILLER LITE 18PKCN	12Z	16.99	1
62	9/13/2020	787465	CORONA 6PK BT	12Z	9.99	1
		787275	HEINEKEN 6 PK BT	12Z	9.99	1
		224917	CORONA PRM 6PK BT	12Z	9.99	1
		561951	CORONA LT 6PK BT	12Z	9.99	1
		331979	HEINEKEN LT 6PK BT	12Z	9.99	1
		826503	HENKEN NA 6PKBT	12Z	9.99	1
		218648	MTK WAVE CHSR 6PKC	12Z	9.99	1
		218654	MTK 2NDSSNL 6PK CN	12Z	9.99	1
		218645	MTK DRIFTWOOD 6PKC	12Z	9.99	1
		218626	MTK SSNL 6PK CN	12Z	9.99	1
		218633	MTK SESSION 6PK C	12Z	9.99	1
62	9/20/2020	174384	BON & VIV VR 12PK	12Z	15.99	1
		439566	TRULY BERRY 12PKCN	12Z	15.99	1
		229999	TRULY CIT VAR 12PK	12Z	15.99	1
		402309	LEMONADE VP 12PKCN	12Z	15.99	1
		333910	TRULY TROP 12PKCN	12Z	15.99	1
		411371	WHT CLW 12PK VAR C	12Z	15.99	1
		694596	WHITECLAW BC 12PK	12Z	15.99	1
		162616	WHITECLAWPURE 12CN	12Z	15.99	1
		295895	WHT CLW SLZ 12PKCN	12Z	15.99	1

Monthly Beer Promotions

Ad features and retails are subject to change

Ad Zone	Ad Week	Sku#	Description	Size	Promo Ret	Promo Qty
62	9/27/2020	562041	CORONA 12PK BT	12Z	16.99	1
		344605	CORONA FAM 12PK BT	12Z	16.99	1
		437178	CORONA LT 12PK BT	12Z	16.99	1
		224912	CORONA PRM 12PK BT	12Z	16.99	1
		432617	HEINEKEN 12PK BTL	12Z	16.99	1
		331982	HEINEKEN LT 12PK	12Z	16.99	1
		382318	MODELO 12PKBT	12Z	16.99	1
		362085	STELLA ART 12PK BT	11.2	16.99	1
62	10/4/2020	841239	BUD 18PK CAN	12Z	16.99	1
		841288	BUD LT 18PK CAN	12Z	16.99	1
		939231	COORS 18PK CAN	12Z	16.99	1
		939223	COORS LT 18PK CAN	12Z	16.99	1
		675173	MILLER LITE 18PKCN	12Z	16.99	1
62	10/11/2020	174384	BON & VIV VR 12PK	12Z	15.99	1
		439566	TRULY BERRY 12PKCN	12Z	15.99	1
		229999	TRULY CIT VAR 12PK	12Z	15.99	1
		402309	LEMONADE VP 12PKCN	12Z	15.99	1
		333910	TRULY TROP 12PKCN	12Z	15.99	1
		411371	WHT CLW 12PK VAR C	12Z	15.99	1
		694596	WHITECLAW BC 12PK	12Z	15.99	1
		162616	WHITECLAWPURE 12CN	12Z	15.99	1
295895	WHT CLW SLZ 12PKCN	12Z	15.99	1		
62	10/18/2020	841239	BUD 18PK CAN	12Z	16.99	1
		841288	BUD LT 18PK CAN	12Z	16.99	1
		939231	COORS 18PK CAN	12Z	16.99	1
		939223	COORS LT 18PK CAN	12Z	16.99	1
		675173	MILLER LITE 18PKCN	12Z	16.99	1
62	10/25/2020	562041	CORONA 12PK BT	12Z	16.99	1
		344605	CORONA FAM 12PK BT	12Z	16.99	1
		437178	CORONA LT 12PK BT	12Z	16.99	1
		224912	CORONA PRM 12PK BT	12Z	16.99	1
		432617	HEINEKEN 12PK BTL	12Z	16.99	1
		331982	HEINEKEN LT 12PK	12Z	16.99	1
		382318	MODELO 12PKBT	12Z	16.99	1
		362085	STELLA ART 12PK BT	11.2	16.99	1