



Labatt

**PROUDLY
MADE
IN CANADA**





PROUDLY MAKING CANADA'S FAVOURITE BEERS IN CANADA

Budweiser, Bud Light, Michelob Ultra and Busch are made in Canada



Since 1847, Labatt has been making beer in Canada with more than 70 brands produced at six locations across the country. With 3500 employees from coast to coast, Labatt makes many of Canada's favourite brands such as Budweiser (since 1980), Bud Light, Busch, Michelob Ultra, Corona, Stella Artois, Cutwater and NÜTRL right here in Canada.

"Made in Canada with 100% Canadian barley, Budweiser, Bud Light and Busch reflect the dedication of our 3500 employees and the strength of the communities where we operate," said Marcelo Michaelis, President, Labatt Breweries of Canada.

Over the past decade, Labatt has invested more than \$1.1 billion into its operations and Canadian communities, driving economic growth and expanding and enhancing its brewing capabilities across the country. Labatt will continue to ensure Canadians have access to a wide range of high-quality, locally made products.

Are any of Labatt's products made in the USA?

No. 0% of Labatt's 70+ brand portfolio is made in the USA.

Which brands are made in Canada?

Labatt's portfolio is proudly produced in Canada, for Canadians, by Canadians. These brands include:

Budweiser

Budweiser Zero

Bud Light

Bud Light Flavours

(Bud Light Lime, Bud Light Apple, Bud Light Double Lime, Bud Light Strawberry Lemon)

Busch

Busch Light

Busch Ice

Corona

Michelob Ultra

Stella Artois

Kokanee

NÜTRL

Mike's Hard

Cutwater

American Vintage

Palm Bay

For further information on our brands, you can visit: www.labatt.com/en/portfolio-of-brands

What is Labatt doing to communicate that your brands are made in Canada?

We have kicked-off a social media/media campaign to educate consumers and stakeholders that our products are proudly made in Canada.

For our customers, we are producing new POS material this week to communicate our proudly made in Canada credentials.

Will there be any disruption to our supply chain?

No, we do not anticipate any issues with our supply chain as our brands, including Budweiser, Bud Light, Busch and Michelob Ultra are Canadian made.

What will be the impact on pricing?

There is no impact on pricing at this time. However, many brewers source their cans from the United States and these cans may be subject to Canadian tariffs in the future. Our business is working to limit this risk but may impact us in the future.

Do your profits flow to the United States?

No, unlike other major brewers our profits do not flow back to the USA. We are a major contributor to the Canadian economy investing over \$1.1bn over the past decade and creating jobs for Canadians.

About Labatt Breweries of Canada

Labatt Breweries of Canada is one of Canada's most established businesses and its leading beverage company, with over 3,600 employees; an unmatched portfolio of more than 70 quality beers including Bud Light, Busch, Corona, Michelob Ultra and ready-to-drinks including Cutwater, Mike's Hard and NÜTRL, and non-alcoholic products including Budweiser Zero and Corona Sunbrew 0.0%; six key breweries; and four craft breweries from coast-to-coast. Our employees are the driving force behind our business – brewing the world's most loved beverages, building iconic brands and creating meaningful experiences for Canadians. Through 177 years of brewing excellence, we are always looking to serve up new ways to meet life's moments, dream big to move our industry forward and make a meaningful impact in our communities through a collective purpose of creating A Future with More Cheers.