



LACONS

ESTD. 1760

Delivering the Best of Everything



Building a Unique Partnership



AB InBev
Independent Free Trade in East Anglia

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Lacons are the regions largest independent distributor to the on trade with an aim to *'Deliver the Best Of Everything'* to our customers.

Drawing from our range from all drinks categories, we offer the perfect combination of brands and support complemented by our local knowledge and local service.

With an association and partnership built over twenty years, Lacons are very proud to represent AB InBev's Independent Freetrade in East Anglia.

Complementing Lacons award winning cask range, ABInBev's portfolio of some of the world's leading power brands, Becks, Budweiser, Corona and Stella Artois, is balanced by an array of premium and speciality products such as Brahma, Hoegaarden and Löwenbräu.

Their range and brand support, coupled with Lacons' service and local focus, makes a winning proposition for any outlet.

Lacons - Key Facts

East Anglia's Oldest Brewer which crafts a range of multi award winning ales.

Regularly services over 2000 licensed outlets.

Award winning Local Account Management and Customer Services Team.

Direct deliveries from our Regional Distribution Centres.

Full technical support on draught supply.

AbInBev - Key Facts

The Largest Brewer in the world.

Top 5 Global FMCG Company.

Range of over 200 brands in 30 countries.

Unrivalled product support and development.

Focused on high quality ingredients and standards.



PRODUCT

- No.1 premium ontrade 4.0% ABV lager.
- Imported from Germany. It is brewed in accordance with the Reinheitsgebot purity law.
- Contains only four ingredients: Water, malted barley, maize and hops.

MARKET PERFORMANCE

- 69% of ABC1 18-34 males aware of this brand.
- Bigger than Grolsch, Heineken, San Miguel, Peroni, Miller Draught and Amstel.
- Consumers are prepared to pay more for Beck's Vier than other 4.0% ABV lager. Maximise your profit with the retail sales price Beck's Vier can command.

VISIBILITY

- Unique, square based branded glassware and point of sale material available on install.
- Stylish condensating and illuminated font drives visibility and rate of sale.



LÖWENBRÄU

PRODUCT

- Born in Munich in 1383, it is now a 5.0% ABV beer, loved by the world.
- Magnificently refreshing, slightly dry, spicy, with a trace of malt and delicately bitter.
- Contains only four ingredients: Water, malted barley, maize and hops.

MARKET PERFORMANCE

- Growing trend and consumer appetite for world lagers like Löwenbräu.
- Exclusively available to the ontrade.

VISIBILITY

- Younger consumers will see it as new, exciting and different - a beer for them to discover.
- Recognised as a key beer of Oktoberfest.
- 30+ consumers may remember it from the 1990s and welcome back it's authenticity & brand character.



PRODUCT

- The clean, crisp taste of Bud is now available on draught at 4.3% ABV.
- Crisp and clean with a wonderful finish.
- Quality and drinkability that consumers want when watching sports or socialising.

MARKET PERFORMANCE

- Target consumers increasingly regard Budweiser as their favourite brand.
- Premium image brand commands a premium price.

VISIBILITY

- Official beer of the 2018 and 2022 FIFA World Cups.
- Official beer of The FA Cup.
- High impact bar dispense font and glassware.
- TV and press advertising campaign celebrating the anticipation of great times with friends.



PRODUCT

- A premium quality 4.0% ABV lager.
 - Taste quality of a premium lager.
- Contains only four ingredients: Water, malted barley, maize and hops.
- Pioneering triple filtered brewing process ensures that every drop is refined for maximum refreshment and smoothness.

MARKET PERFORMANCE

- Part of the new premium 4.0% ABV lager category in the ontrade.
- A great profit opportunity.

VISIBILITY

- High profile advertising with continued TV and outdoor campaigns.

PRODUCT

- A 4.8% premium blonde lager.
- Contains only four ingredients: Water, malted barley, maize and hops.
- Product of over 600 years of Belgian brewing expertise.

MARKET PERFORMANCE

- The UK's no.1 selling premium lager.
- Outselling next four premium competitors put together.
- Winner of a CoolBrands title for many years.

VISIBILITY

- Served in its distinctive Stella Artois Chalice glass, to generate better head retention. It also keeps the beer colder for 23% longer.





STELLA ARTOIS
Cidre

PRODUCT

- Made from crisp hand-picked apples to a refreshing Belgian recipe, Cidre remains the most sophisticated Cider brand in the market.
- Perfectly served in a distant and iconic chalice glass with ice.

MARKET PERFORMANCE

- The premium draught cider market is in growth by 5%.
- Cidre commands an acceptable premium price due to its perception around quality and sophistication.

VISIBILITY

- Multi million pound ongoing TV and press advertising campaigns.



Franziskaner
WEISSBIER

PRODUCT

- Top-fermented wheat beer with an inimitably fresh, tangy and fruity flavour.
- 650 years of tradition, this Bavarian speciality beer suits all occasions and enhances culinary delight.
- Embodies tradition, quality and the art of brewing alongside calmness and serenity.

MARKET PERFORMANCE

- Global no.2 German Wheat Beer in ontrade.
- Traditionally brewed according to the Bavarian purity requirements in Munich.

VISIBILITY

- Served in it's own unique head first glass, to reinforce quality and authenticity.



PRODUCT

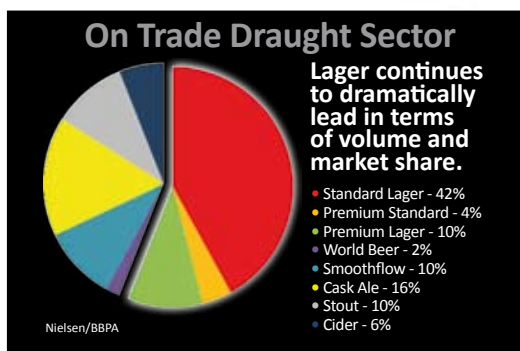
- Brewed in Leuven, Belgium - the home of Stella Artois, in limited volumes available in select outlets.
- This 4.9% ABV beer is matured for longer for a richer, full bodied flavour.
- Brewed with Saaz hops, coriander seeds and orange peel.

MARKET PERFORMANCE

- An exclusive premium brand that is part of the Stella Artois family.
- Placed in hand selected venues.

VISIBILITY

- Boldly crafted dispense font with unique distinctive glassware.
- A premium plus brand for consumers demanding quality new experiences.

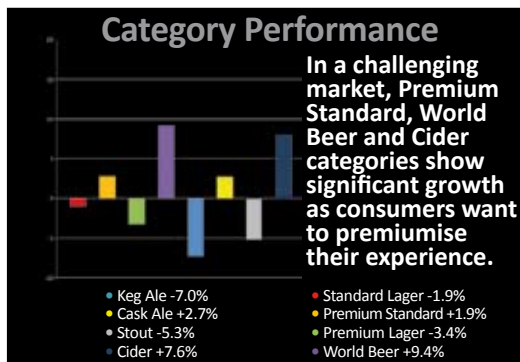


On trade Summary

Becks Vier is the Draught Premium 4.0% category leader, with a 66% share of volume.

Stella Artois 4.8% is outperforming it's nearest competitor in both volume and value terms.

In a challenging on trade market the AB InBev brand portfolio continues to grow volume and value share.





PRODUCT

- The original Belgian white beer, at 4.8%, it is brewed to an authentic recipe dating back to 1445.
- Brewed with coriander and a hint of orange peel to give it a distinctive spicy, citrus taste.

MARKET PERFORMANCE

- No.1 Speciality Beer in the ontrade, nearly twice the size of any other White Beer.

VISIBILITY

- Served in it's own unique hexagonal branded glass from a distinctive font to reinforce quality and authenticity.
- Highest level of consumer support versus other Speciality Beers.
- Great with white meats, seafood and pasta.



Leffe

PRODUCT

- Authentic 6.6% ABV Abbey Beer with origins dating back to the 12th Century.
- Brewed to the same recipe since 1240, but with today's exacting attention to detail and added care.
- Dry, fruity, lightly spiced, quite full and creamy.

MARKET PERFORMANCE

- Multi award winning beer with many prizes and accolades.
- Available in more than 60 countries worldwide.
- Picks on the trend for a slower pace of drinking, where quality is more important than quantity.

VISIBILITY

- Always served in it's own unique half pint chalice glass.
- Makes the extraordinary, just perfect, bringing people together to share, and savour special moments.



PRODUCT

- This 3.5% ABV bitter is famous for it's golden colour and smooth creamy head.
- Part of Manchester's heritage and consumers feel great affection for.
- Different variants available to suit a range of outlets and occasions.

MARKET PERFORMANCE

- A £250 million pound brand, popular in both the on and offtrade channels.
- There is increasing demand for an Extra Cold amongst consumers and it represents a great opportunity to gain extra profit.

VISIBILITY

- Iconic display will drive sales at point of purchase.
- Great brand awareness and a real consumer affinity for the brand.



PRODUCT

- A legendary product now available as an extra smooth variant. Dark amber 3.6% ABV smooth keg ale.
- The Bass Triangle is iconic as it was the first ever registered trademark.

MARKET PERFORMANCE

- A leading Premium Cask ale in the UK with a strong and loyal following.
- Extra smooth variant will enhance your offering and drive your retail margin.

VISIBILITY

- Sleek Bass Extra Smooth black font. Can be installed at 'cold' or 'standard' temperature.
- Famous 'English Ale' right across the world.





PACKAGED PRODUCTS

As well as a core range of market leading draught brands, ABInBev also brews some of the world's most iconic and popular bottled beers and ciders, which are also available from Lacons.

From the must stock everyday favourites of Budweiser, Becks and Cidre, to historic Abbey and White beers such as Leffe and Hoegaarden.

In 2014 Corona joined the ABInBev's portfolio, alongside the innovative beer Cubanisto, a rum flavoured premium beer that entices drinkers to discover the spirit within.

Whatever your style of outlet, Lacons can tailor a range for your venue.

<p>Corona Brewed in Mexico since 1925 using the finest quality blend of filtered water, malted barley, hops, corn and yeast.</p>	<p>Budweiser Brewed with an exclusive Beechwood aging process. An iconic bottle, stamped with a 'Born On' date to ensure it's fresh.</p>	<p>Beck's / Beck's Blue Beck's superior taste ensures a strong rate of repeat purchase. Imported from Germany. Also available in non alcoholic.</p>
<p>Leffe Blonde / Brune The UK's No.1 speciality beer. Suits all tastes and occasions and is the ideal partner to a wide range of foods.</p>	<p>Hoegaarden Only brewed in Belgium, it is the perfect accompaniment to food, especially white meats, seafood and pasta.</p>	<p>Stella Artois Cidre Premium cidre made with hand picked apples. Imported into the UK from Belgium.</p>

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