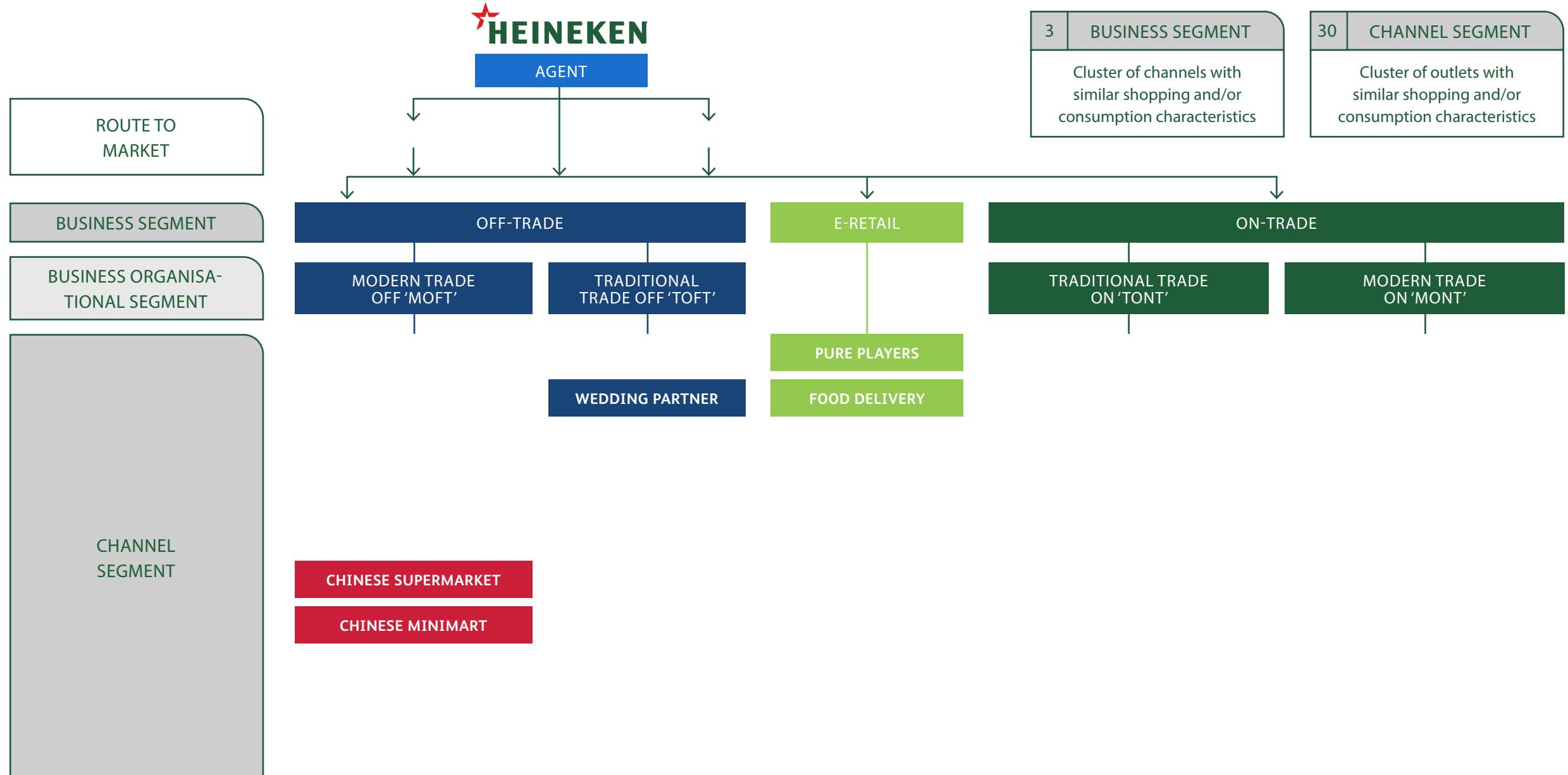


# PICTURE OF SUCCESS

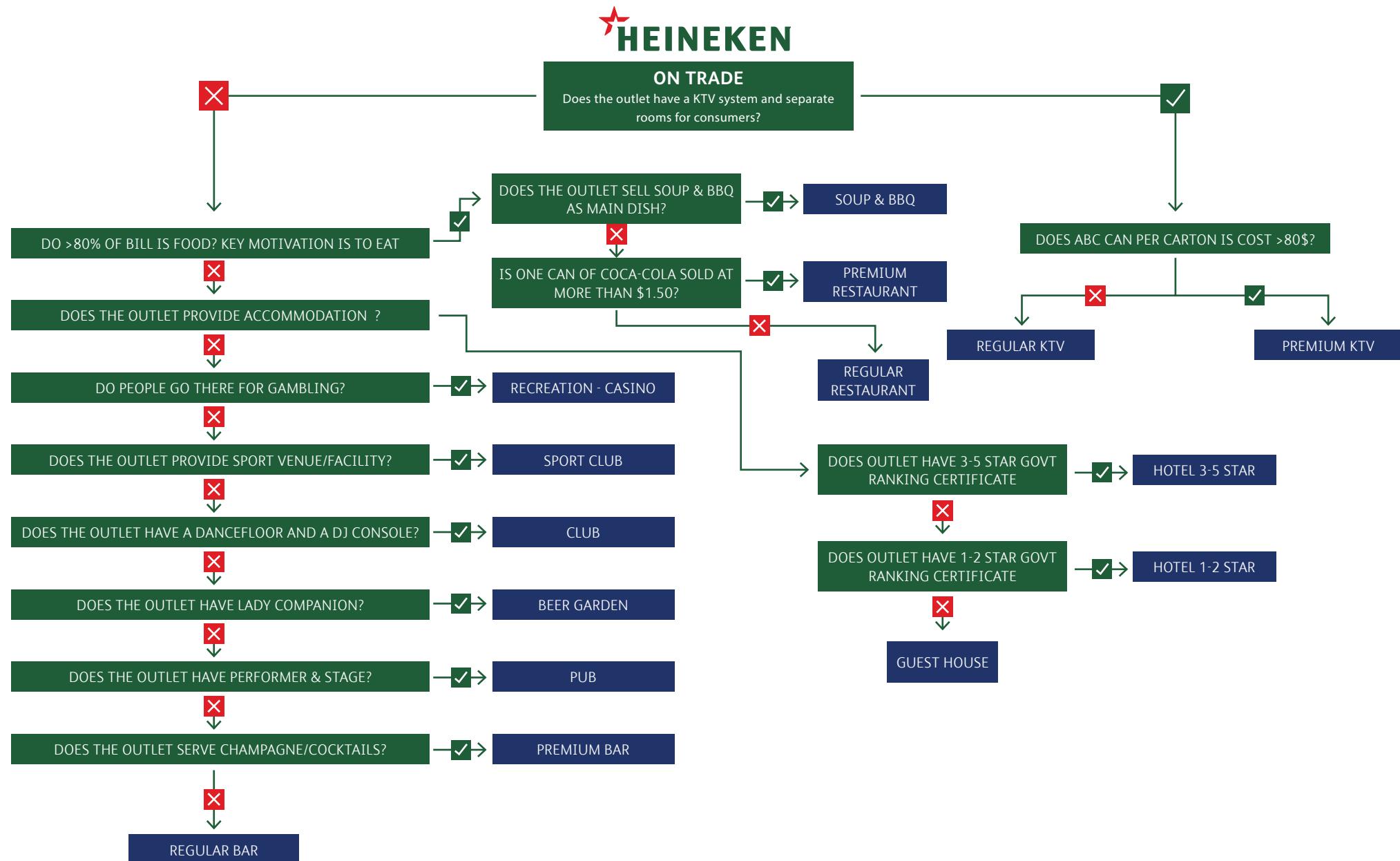
TRADE MARKETING,  
HEINEKEN CAMBODIA



# CHANNEL SEGMENTATION



# DECISION TREE



\* Reminder: Please consider outlet license when segmenting versus actual outlet concept on 4 segments, bar, pub, restaurants & beer garden. Example: license is restaurant but operating like beer garden or pub type. We follow our segmentation rather than license

# BEER GARDEN

## ► OVERVIEW

AREA  
Urban

PRIORITY  
SKU



GRADE  
All

★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

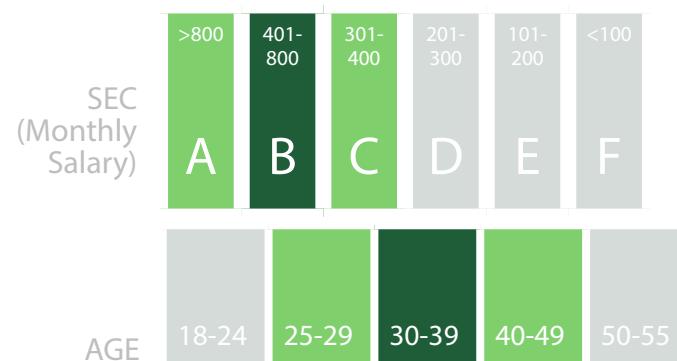
- Have band
- Outdoor space look & feel
- Lady companionship
- Variety of beer brands
- Usually have permanent beer promoter placement by companies and visited by cigarette promoter
- Seating area is divided by partition
- Less lighting but colorful

### CONSUMER PROFILE

- WHO  
Mainly Men (Age 20 – 50)
- BEHAVIOR  
Have beer brand in mind but also would listen to BP's persuasion
- GOING OUT FREQUENCY  
1 time/week
- AVERAGE SPENDING TIME  
2-3 hours
- SPENDING/PAX  
15\$ or over



### TARGET AUDIENCE



### PRIORITY DRIVERS

#### ● CONSUMER



#### ● CUSTOMER



TRADITIONAL-ON-

# BEER GARDEN

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM		
MANDATORY	MANDATORY	MANDATORY	OPTIONAL	OPTIONAL
				
  	  	 		  
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle	Bottle/Pint or Can or Draught

SESSIONABLE		ECONOMY
MANDATORY	MANDATORY	OPTIONAL
		

	 	
Can	Bottle/Pint or Can	Can

# BEER GARDEN

## ► VISIBILITY

### SUMMARY

#### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

#### / OUTLET GRADE

- |   |         |
|---|---------|
| A | Attack  |
| M | Monitor |
| D | Defend  |
| G | Grow    |

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

(Lightbox is **Optional** if the outlet have **Shop or Street signage**)

2

- STANDEE at Entrance



A

D

M

G

3

- SHOP SIGNAGE OR STREET SIGNAGE



A

D

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

A

D



A

D

- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot

- TENT CARD on each table



A

D

M

G

A

D

M

G

- INDOOR LIGHTBOX of Lead Brand at Impact Hot Spot



A

D

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

G

A

D

M

G

- FRIDGE Visible directly behind the purchase zone
- Good working condition
- Planogram executed
- No expired stock



A

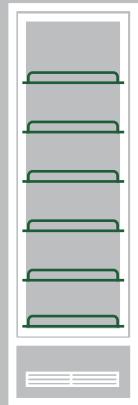
D

M

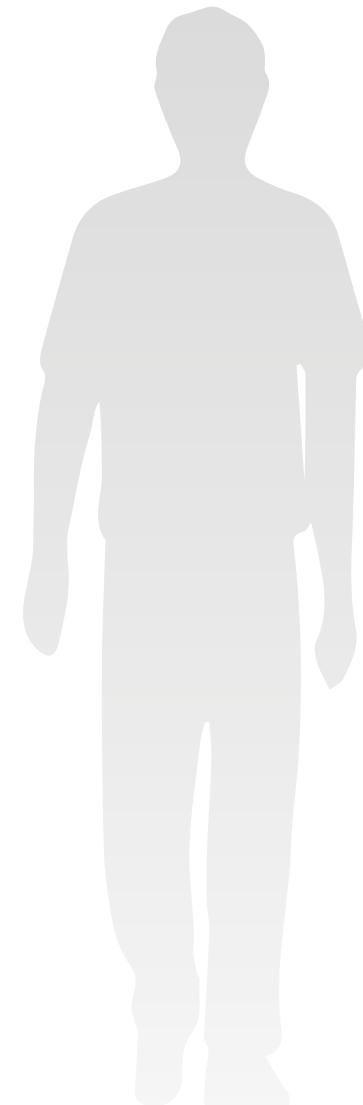
G

# BEER GARDEN

## ► FRIDGE PLAN-O-GRAM GUIDELINE



BIG  
FRIDGE



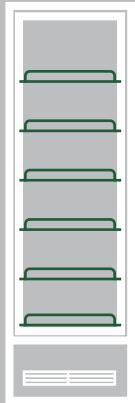
### KEY CRITERIA

- 1 Volume Contribution by SKUs
- 2 Revenue/HL
- 3 Priority SKUs
- 4 Lead & Support Brand
- 5 Focus start Expensive brand & follow by cheaper brand

TRADITIONAL-ON-

# BEER GARDEN

## ► PLANOGRAM MOCKUP



BIG  
FRIDGE



## INTERFACE

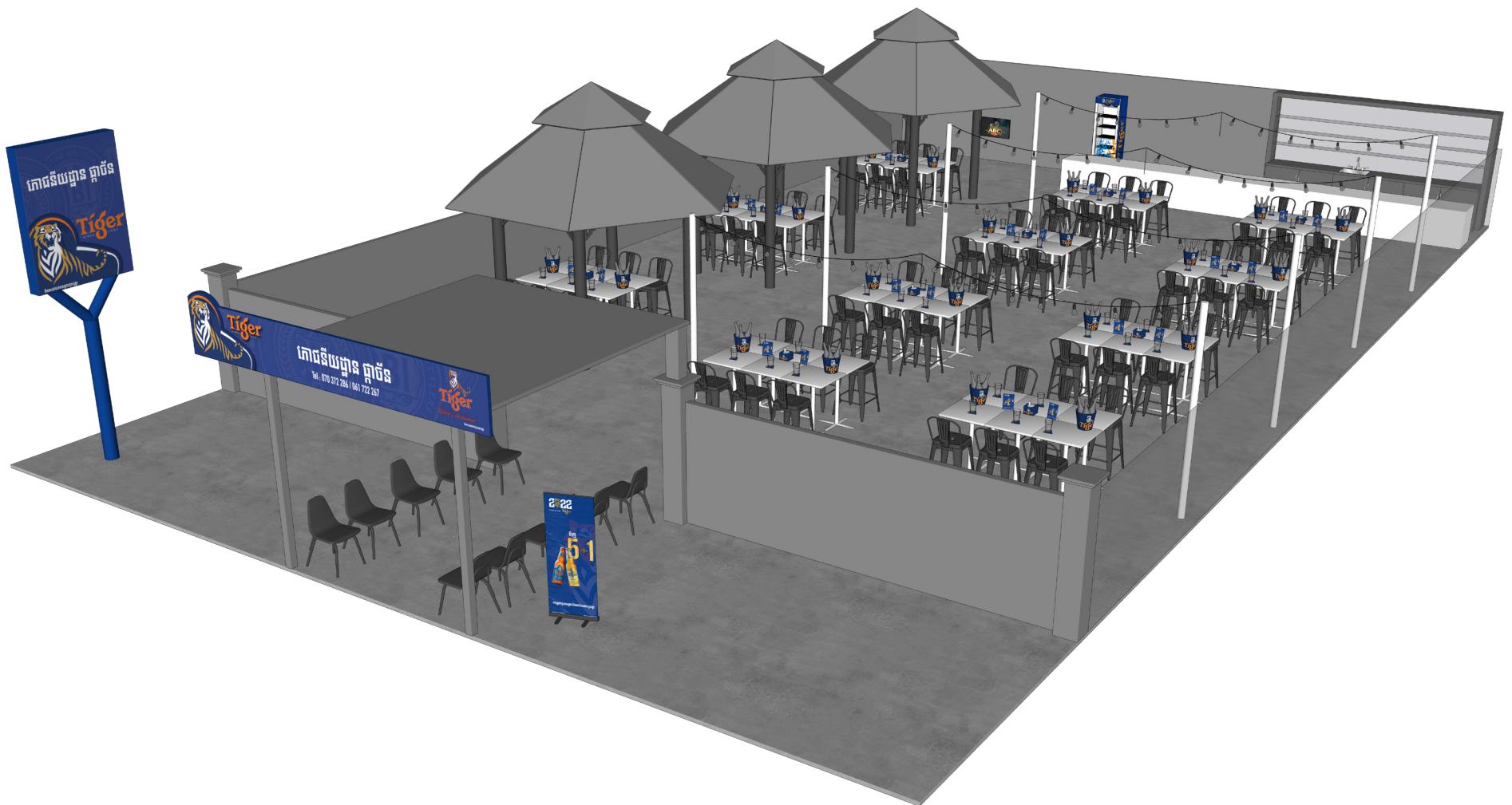
1	2	3	4	5	6	7	8
1 <sup>ST</sup> SHELF	ABC PINT			HEINEKEN PINT			
2 <sup>ND</sup> SHELF			TIGER CRYSTAL PINT				
3 <sup>RD</sup> SHELF		TIGER PINT			ANCHOR PINT		
4 <sup>TH</sup> SHELF				ABC CAN		HEINEKEN CAN	
5 <sup>TH</sup> SHELF		TIGER CRYSTAL CAN			TIGER CAN		AW CAN
6 <sup>TH</sup> SHELF						ANCHOR CAN	

TRADITIONAL-ON-

# BEER GARDEN

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

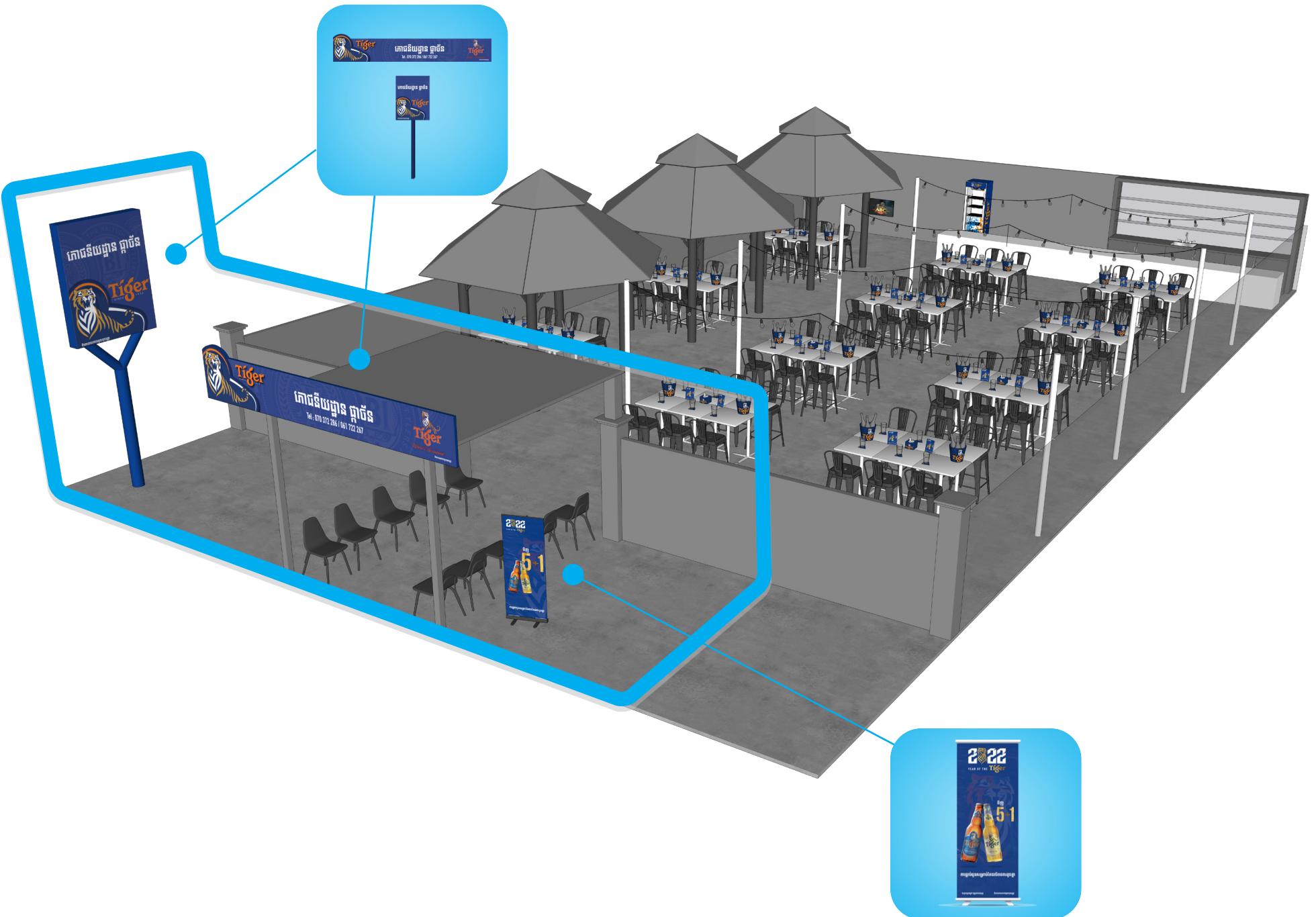


TRADITIONAL-ON-

# BEER GARDEN

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

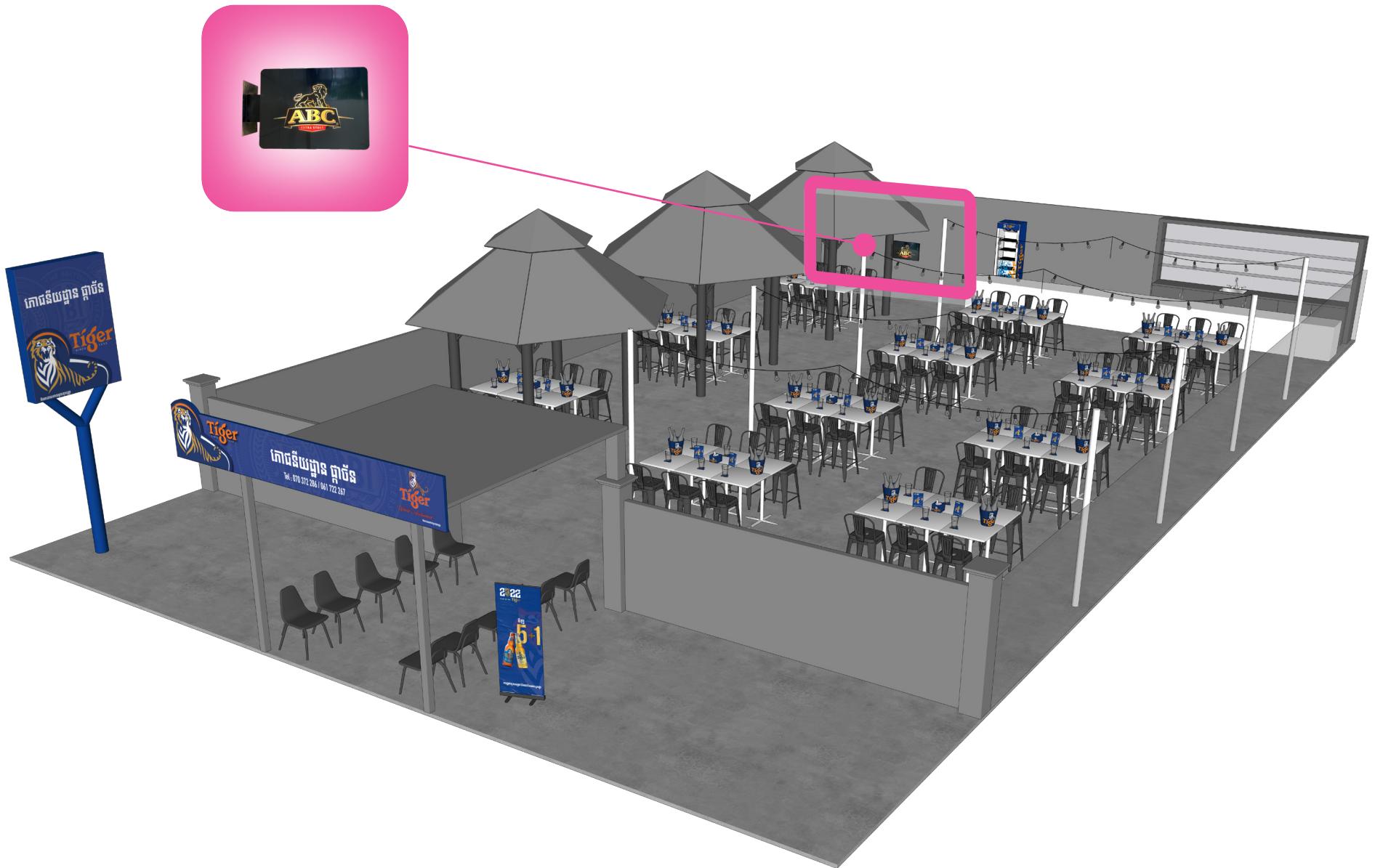


TRADITIONAL-ON-

# BEER GARDEN

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

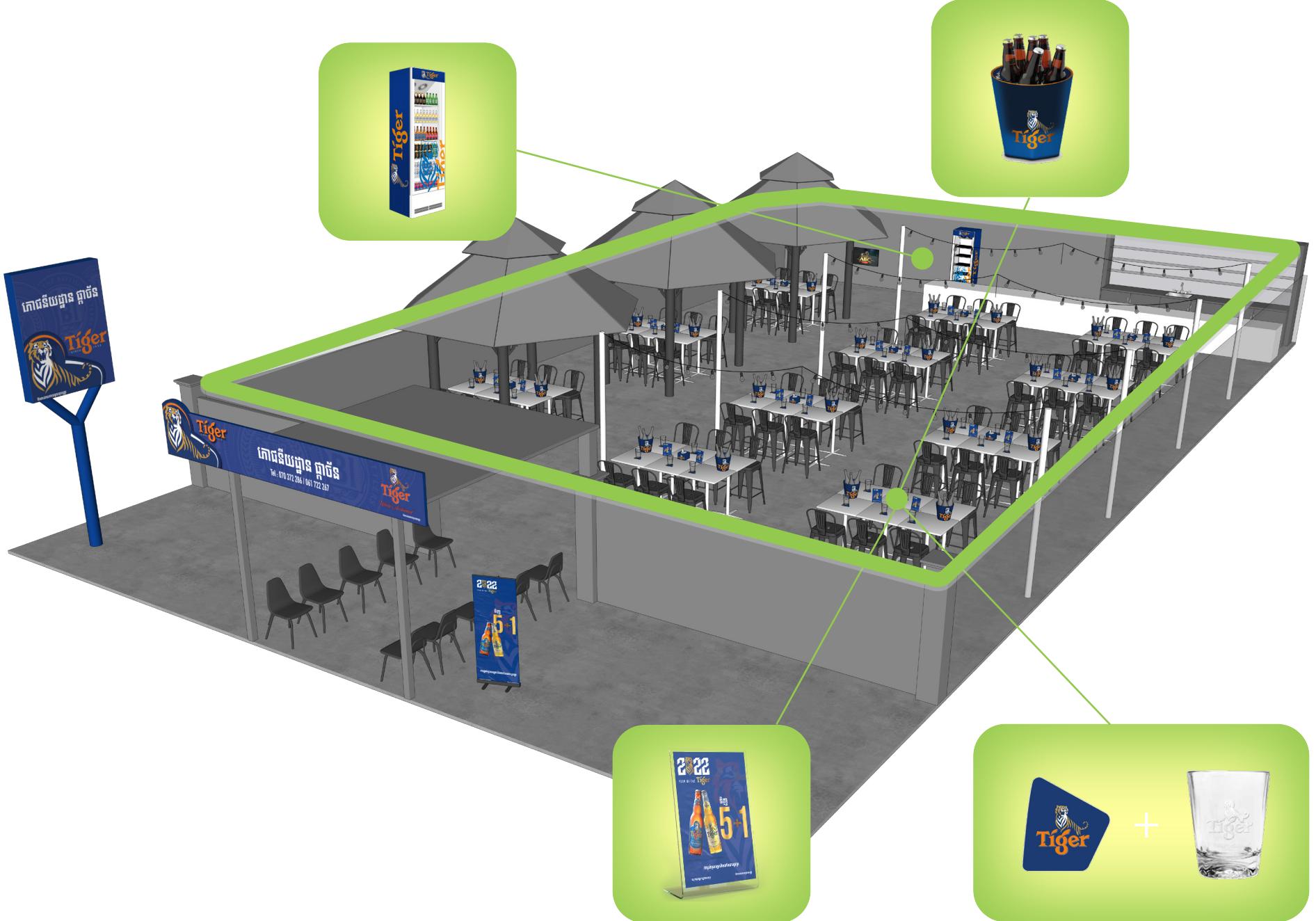


TRADITIONAL-ON-

# BEER GARDEN

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-ON-

# GUEST HOUSE

## ► OVERVIEW

AREA  
Urban

PRIORITY  
SKU

GRADE  
All



★ LEAD  
BRAND

PRIORITY  
CHANNEL

No



SUPPORT  
BRAND



### CHANNEL DEFINITION

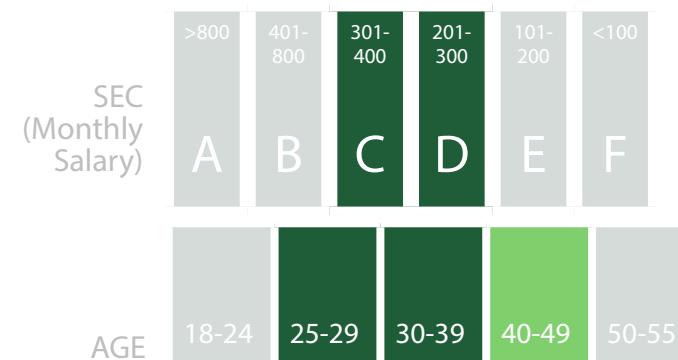
- For accommodation
- Average price start at 10\$
- Café might be available

### CONSUMER PROFILE

- **WHO**  
Tourist & Worker from another place
- **BEHAVIOR**  
Mostly drinking beer in the room
- **AVERAGE SPENDING TIME**  
Over night
- **SPENDING/PAX**  
10\$ or above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- **CONSUMER**



- **CUSTOMER**



# GUEST HOUSE

## ► AVAILABILITY



PRIORITY  
SKU  
Can

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	OPTIONAL	OPTIONAL
 	 	 	 
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle/Pint or Can or Draught
SESSIONABLE		ECONOMY	
OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL
 	 	 	
Can	Bottle/Pint or Can	Can	

# GUEST HOUSE

## ► VISIBILITY

### SUMMARY

#### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

#### / OUTLET GRADE

- |   |         |
|---|---------|
| <span style="background-color: #A52A2A; border: 1px solid black; padding: 2px 5px;"></span> | Attack  |
| <span style="background-color: #696969; border: 1px solid black; padding: 2px 5px;"></span> | Monitor |
| <span style="background-color: #3CB371; border: 1px solid black; padding: 2px 5px;"></span> | Defend  |
| <span style="background-color: #FF8C00; border: 1px solid black; padding: 2px 5px;"></span> | Grow    |

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- STANDEE at Entrance



## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

A

D

M

G

- TENT CARD on each table



A

D

M

G

TRADITIONAL-ON-

# GUEST HOUSE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

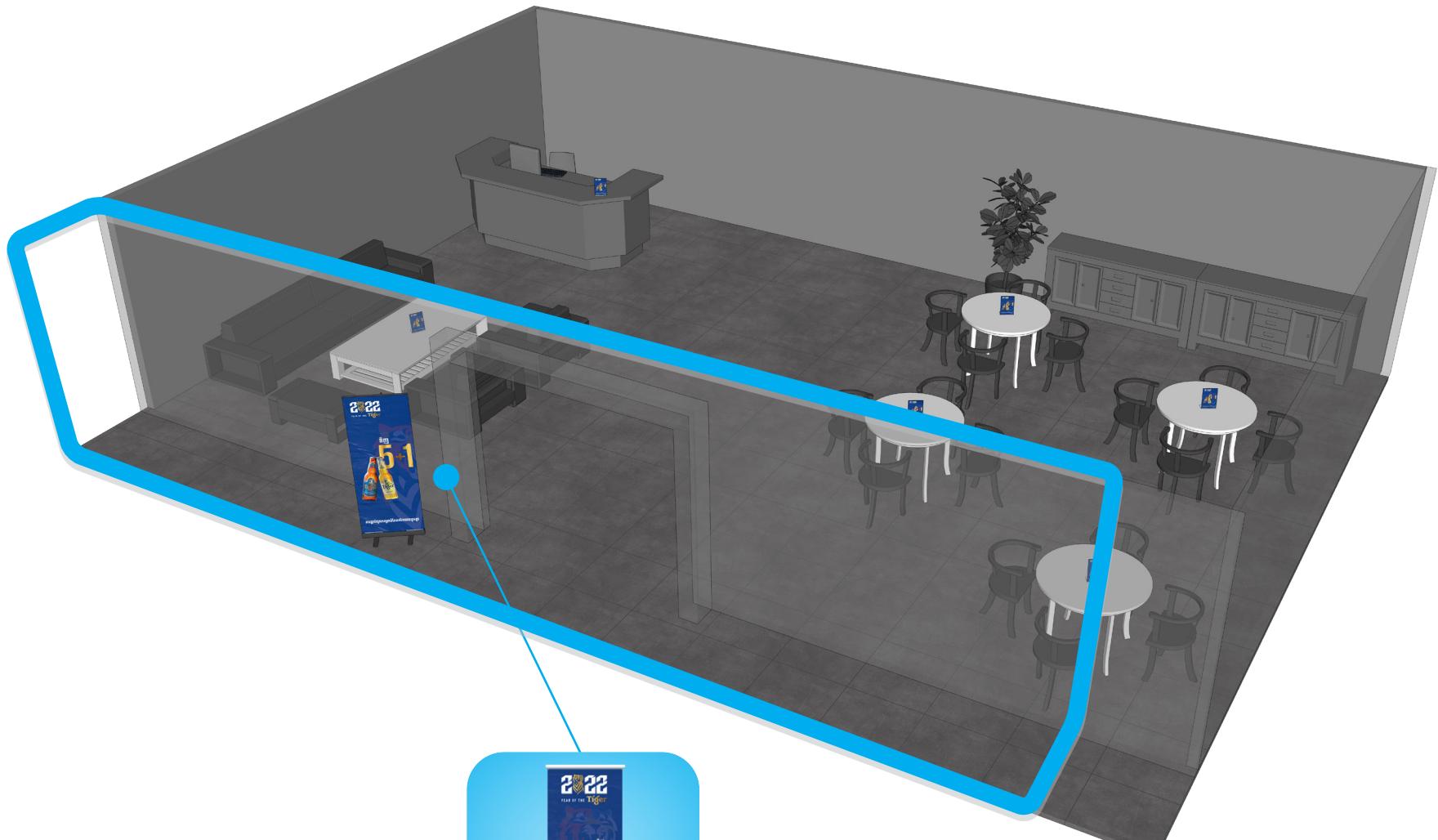


TRADITIONAL-ON-

# GUEST HOUSE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

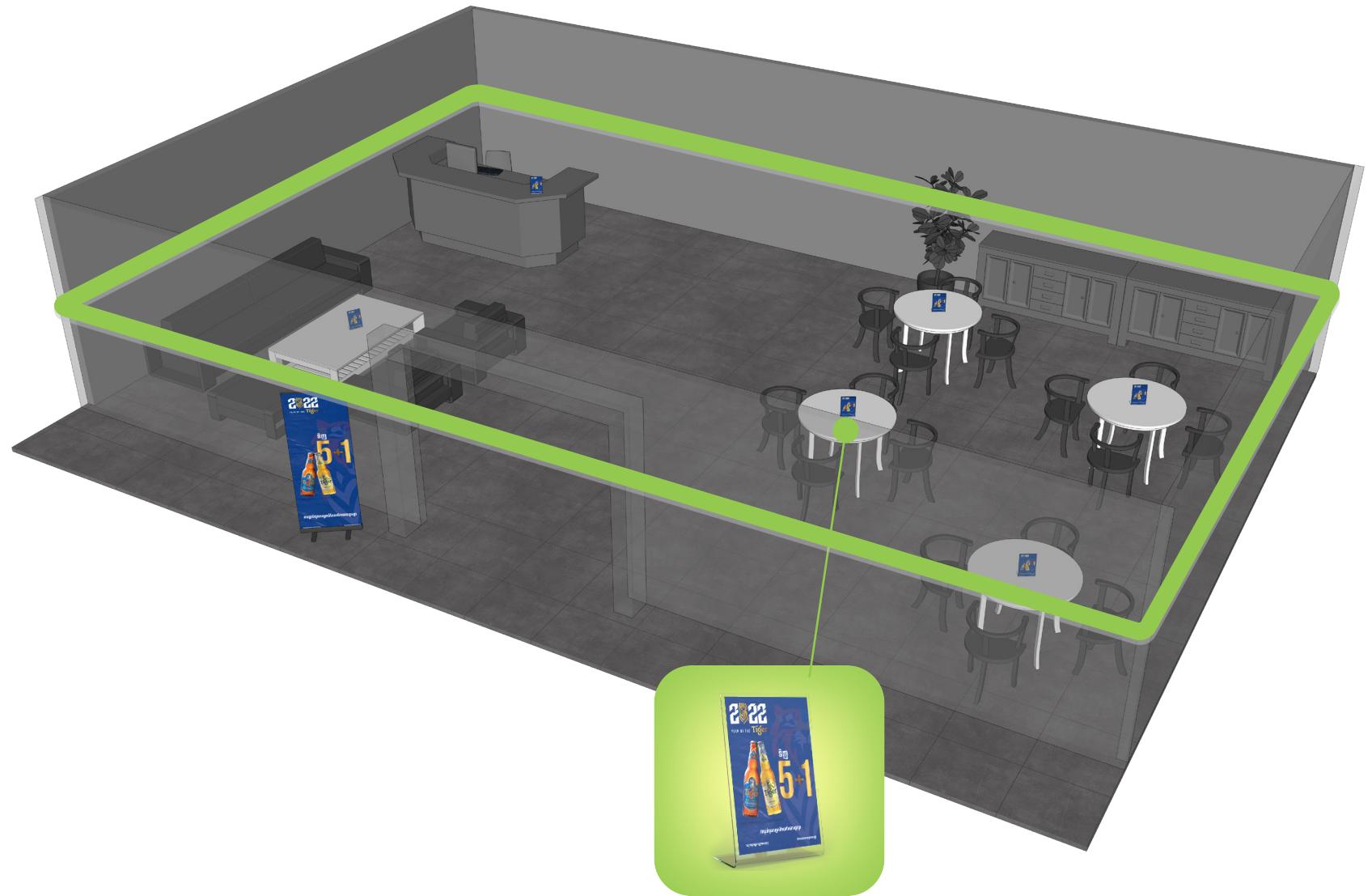


TRADITIONAL-ON-

# GUEST HOUSE

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# HOTEL 1-2 STAR

## ► OVERVIEW

AREA  
Urban



GRADE  
All



★ LEAD  
BRAND



PRIORITY  
CHANNEL  
No

SUPPORT  
BRAND



### CHANNEL DEFINITION

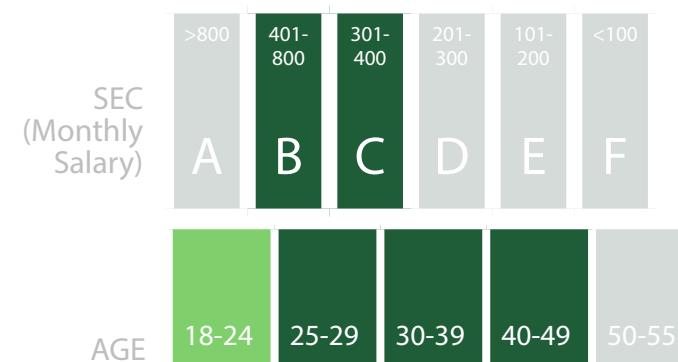
- For accommodation with great facilities.
- Average price start at 20\$
- Mini bar in room and banquet service
- Sky bar, lounge, café might be available
- Modern, boutique hotels can be classified here

### CONSUMER PROFILE

- WHO**  
Tourist & Worker from another place
- BEHAVIOR**  
Mostly drinking beer in the room
- AVERAGE SPENDING TIME**  
Over night
- SPENDING/PAX**  
20\$ or above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- CONSUMER**



- CUSTOMER**



# HOTEL

## 1-2 STAR

### ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	OPTIONAL	OPTIONAL
 	 	 	 
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle/Pint or Can or Draught
SESSIONABLE		ECONOMY	
OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL
 	 	 	
Can	Bottle/Pint or Can	Can	

TRADITIONAL-ON-

HOTEL  
1-2 STAR

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

/ OUTLET GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



A

D

M

G

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

G

TRADITIONAL-ON-

# HOTEL 1-2 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

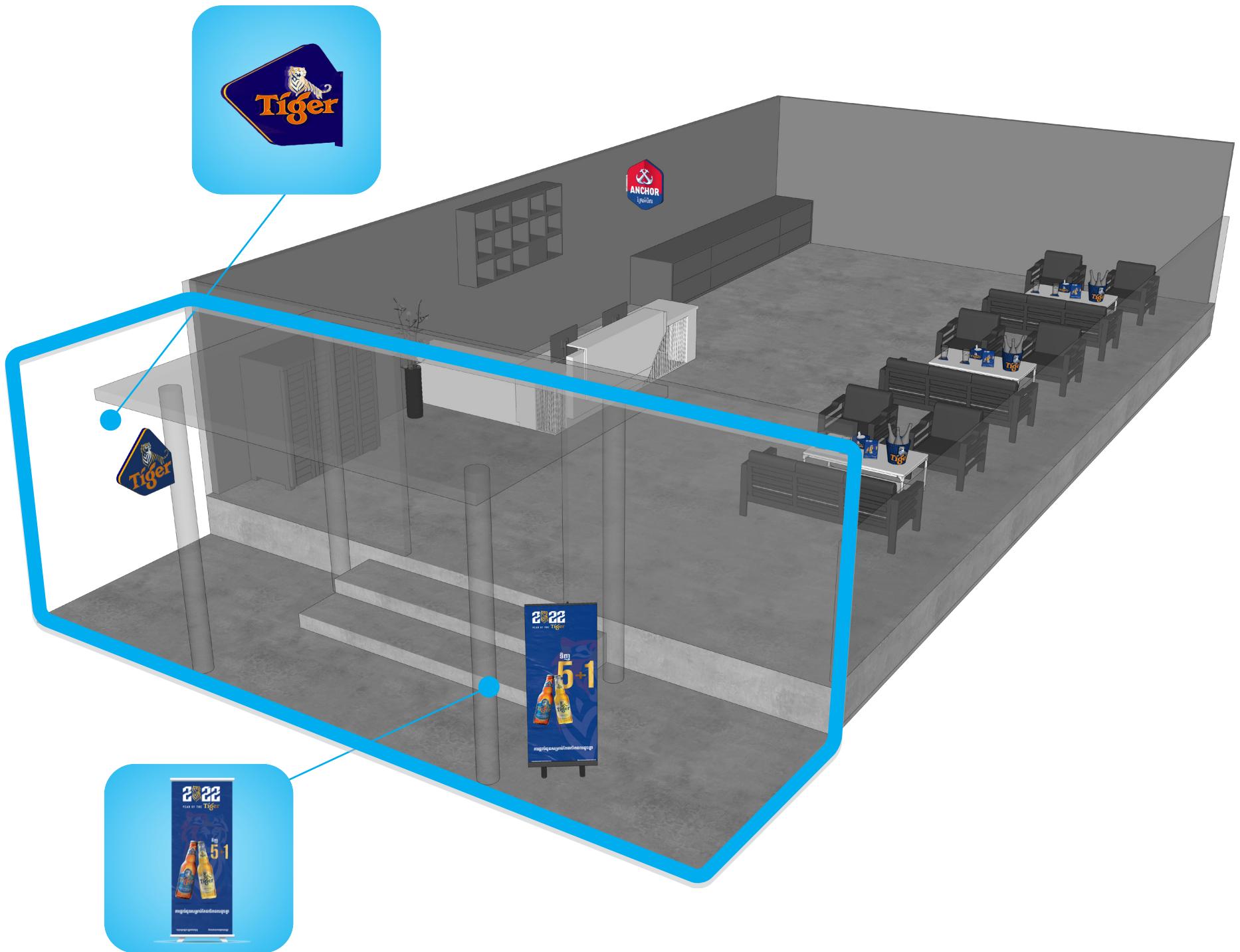


TRADITIONAL-ON-

# HOTEL 1-2 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

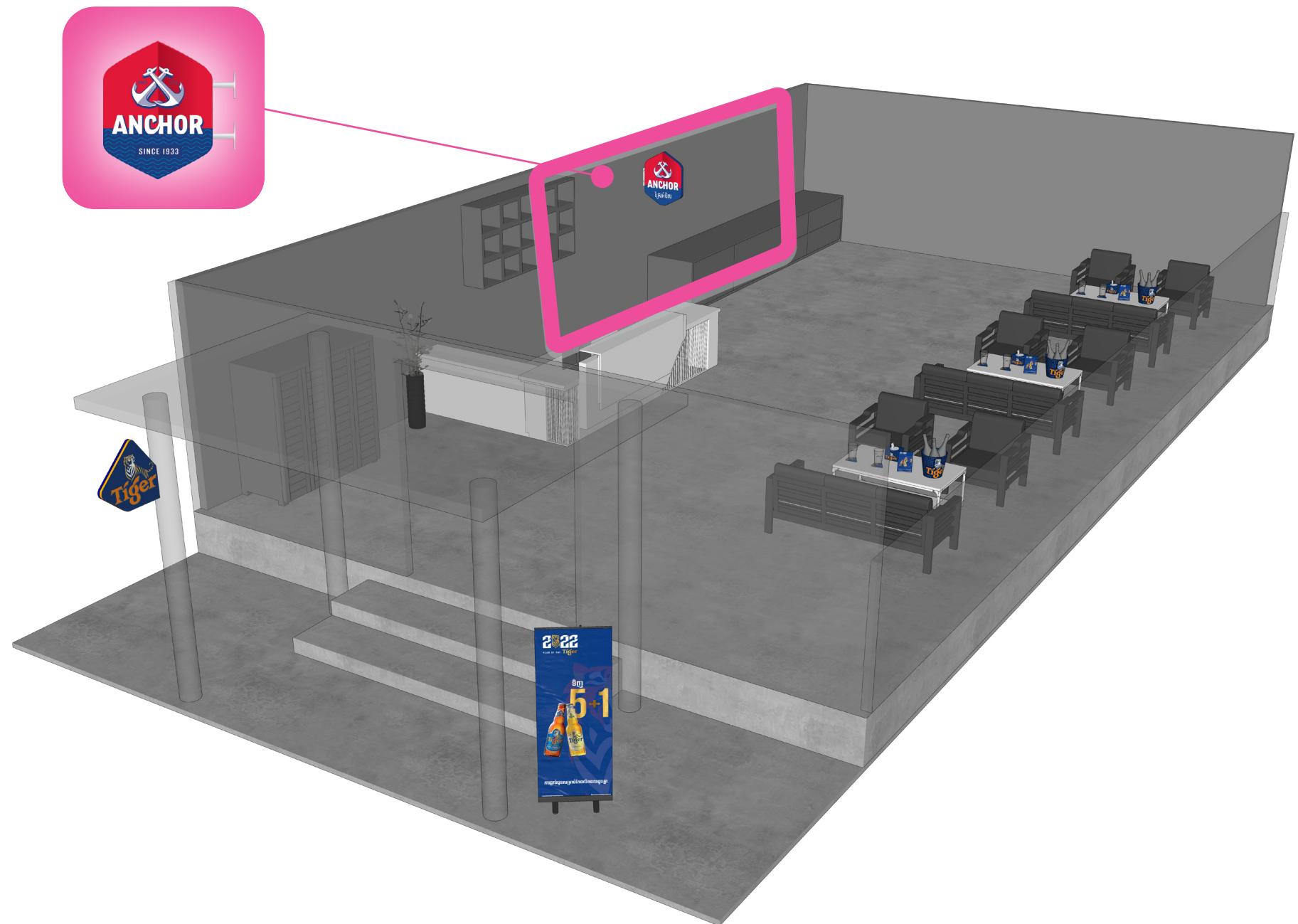


TRADITIONAL-ON-

# HOTEL 1-2 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-ON-

# HOTEL 1-2 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-ON-

# REGULAR BAR

## ► OVERVIEW

AREA  
Urban



GRADE  
All



★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

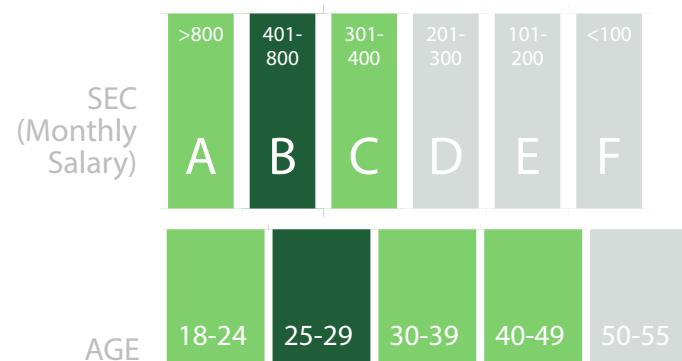
- Mainly for drinks
- Have music or DJ from 9:30 PM – 2 AM
- Has bar counter & stools
- Open at night time only (6PM – 2AM)
- Serve beer in bottle, draft, or beer tower
- Limited food selection (2 – 4 pages)
- Cocktail & Wine are available
- Outlet come out as a flat house

### CONSUMER PROFILE

- **BEHAVIOR**  
Have beer brand in mind
- **GOING OUT FREQUENCY**  
1 – 2 times/week
- **AVERAGE SPENDING TIME**  
Over 2 hours
- **SPENDING/PAX**  
15\$ or above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- **CONSUMER**



VISIBILITY



PROMOTION

- **CUSTOMER**



FINANCIAL TERMS



SERVICE

# REGULAR BAR

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
  <p>Bottle/Pint or Can or Draught</p>	  <p>Bottle/Pint or Can or Draught</p>	  <p>Bottle/Pint or Can</p>	  <p>Bottle/Pint or Can or Draught</p>

SESSIONABLE			ECONOMY		
OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL
  <p>Can</p>	  <p>Bottle/Pint or Can</p>	  <p>Can</p>			

TRADITIONAL-ON-

# REGULAR BAR

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- |   |         |
|---|---------|
| <span style="background-color: #A52A2A; color: white; padding: 2px 5px;">A</span> | Attack  |
| <span style="background-color: #8B8B8B; color: white; padding: 2px 5px;">M</span> | Monitor |
| <span style="background-color: #2ECC71; color: white; padding: 2px 5px;">D</span> | Defend  |
| <span style="background-color: #E67E22; color: white; padding: 2px 5px;">G</span> | Grow    |

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.



## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

<b>1</b> <ul style="list-style-type: none"> <li>• OUTDOOR LIGHTBOX of Lead Brand at Entrance  (Lightbox is <b>Optional</b> if the outlet have <b>Shop or Street signage</b>)</li> </ul>	<span style="background-color: #A52A2A; color: white; padding: 2px 5px;">A</span>    <span style="background-color: #2ECC71; color: white; padding: 2px 5px;">D</span>	<ul style="list-style-type: none"> <li>• INDOOR LIGHTBOX of Support Brand at Impact Hot Spot</li> </ul>   <span style="background-color: #A52A2A; color: white; padding: 2px 5px;">A</span>    <span style="background-color: #2ECC71; color: white; padding: 2px 5px;">D</span>	<ul style="list-style-type: none"> <li>• TENT CARD on each table</li> </ul>      <span style="background-color: #A52A2A; color: white; padding: 2px 5px;">A</span> <span style="background-color: #2ECC71; color: white; padding: 2px 5px;">D</span> <span style="background-color: #8B8B8B; color: white; padding: 2px 5px;">M</span> <span style="background-color: #E67E22; color: white; padding: 2px 5px;">G</span>
<b>2</b> <ul style="list-style-type: none"> <li>• STANDEE at Entrance</li> </ul>	<span style="background-color: #A52A2A; color: white; padding: 2px 5px;">A</span>    <span style="background-color: #2ECC71; color: white; padding: 2px 5px;">D</span> <span style="background-color: #8B8B8B; color: white; padding: 2px 5px;">M</span> <span style="background-color: #E67E22; color: white; padding: 2px 5px;">G</span>		<ul style="list-style-type: none"> <li>• GLASSES, COASTERS, &amp; BUCKETS for available brands</li> </ul>      <span style="background-color: #A52A2A; color: white; padding: 2px 5px;">A</span> <span style="background-color: #2ECC71; color: white; padding: 2px 5px;">D</span> <span style="background-color: #8B8B8B; color: white; padding: 2px 5px;">M</span> <span style="background-color: #E67E22; color: white; padding: 2px 5px;">G</span>
<b>3</b> <ul style="list-style-type: none"> <li>• SHOP SIGNAGE OR STREET SIGNAGE</li> </ul>	<span style="background-color: #A52A2A; color: white; padding: 2px 5px;">A</span>    <span style="background-color: #2ECC71; color: white; padding: 2px 5px;">D</span>		<ul style="list-style-type: none"> <li>• DRAUGHT</li> </ul> <p>Install Draught taps based on volume potential <b>VISIBILITY</b> Place draught tap at first point of impact on the bar. Ensure tap is working. Correct branded glassware (min. 12).  <b>QUALITY</b> Draught machine service within past 2 weeks. Check BBF dates on all Kegs. Draught tap clean and spritzer working. Glassware clean.</p>    <span style="background-color: #A52A2A; color: white; padding: 2px 5px;">A</span> <span style="background-color: #2ECC71; color: white; padding: 2px 5px;">D</span> <span style="background-color: #8B8B8B; color: white; padding: 2px 5px;">M</span> <span style="background-color: #E67E22; color: white; padding: 2px 5px;">G</span>

TRADITIONAL-ON-

# REGULAR BAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

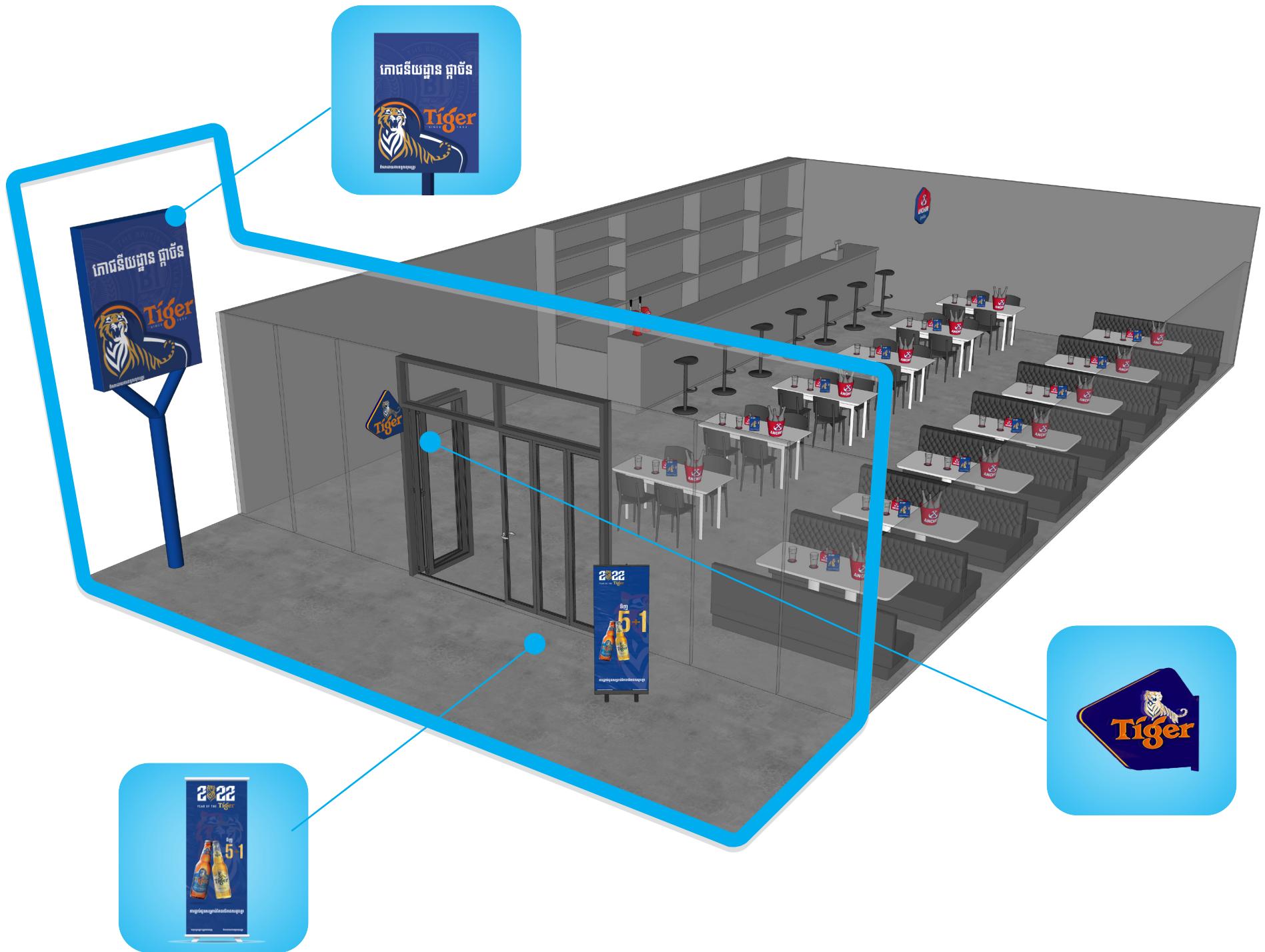


TRADITIONAL-ON-

# REGULAR BAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

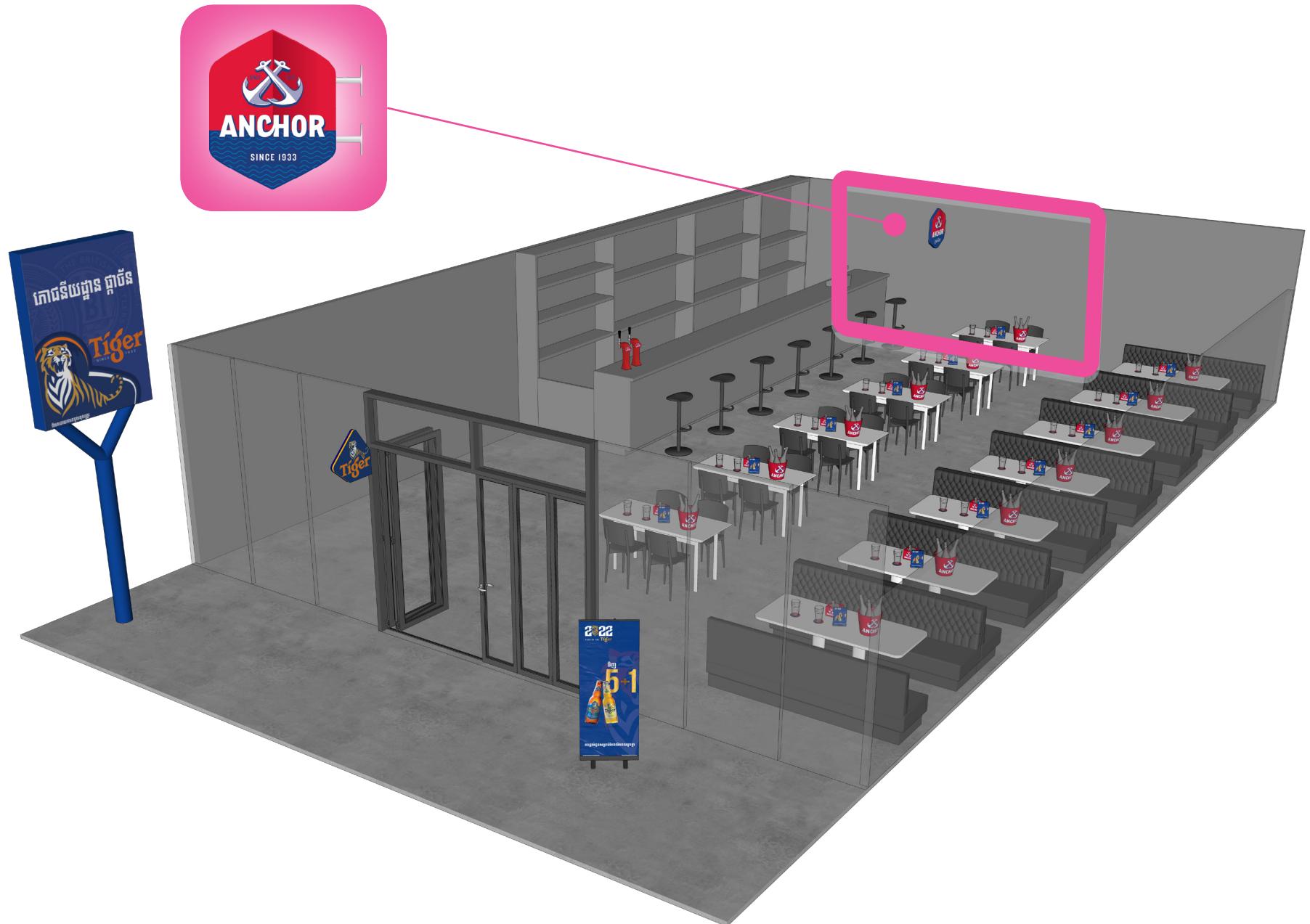


TRADITIONAL-ON-

# REGULAR BAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-ON-

# REGULAR BAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# REGULAR KTV

## ► OVERVIEW

AREA  
Urban

PRIORITY  
SKU

GRADE  
All



★ LEAD  
BRAND

PRIORITY  
CHANNEL

Yes



SUPPORT  
BRAND



### CHANNEL DEFINITION

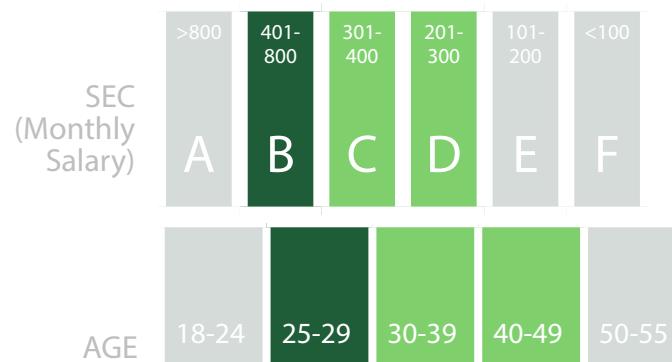
- Private room with KTV station
- Have less than 10 rooms
- Mainly for entertainment
- Lady companionship
- Lead beer is mainstream
- Located in small road

### CONSUMER PROFILE

- **BEHAVIOR**  
Second round drinking, go in group
- **GOING OUT FREQUENCY**  
1 – 2 times/month
- **AVERAGE SPENDING TIME**  
2-3 hours
- **SPENDING/PAX**  
30\$ above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- CONSUMER



AVAILABILITY



PROMOTION

- CUSTOMER



FINANCIAL TERMS



SERVICE

TRADITIONAL-ON-

# REGULAR KTV

## ► AVAILABILITY



PRIORITY  
SKU  
Can

MAINSTREAM		PREMIUM		
MANDATORY	MANDATORY	MANDATORY	OPTIONAL	OPTIONAL
 <b>ANCHOR</b>	 <b>Tiger</b>	 <b>ABC</b> EXTRA STOUT	 <b>ABC</b> RESERVE	 <b>Heineken®</b>
  	  	 		  
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle	Bottle/Pint or Can or Draught
SESSIONABLE		ECONOMY		
OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL
 <b>ANCHOR</b> WHITE	 <b>Tiger</b> CRYSTAL	 <b>Gold Crown</b> Beer		
	 			
Can	Bottle/Pint or Can	Can		

TRADITIONAL-ON-

# REGULAR KTV

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- ABC LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



A

D

M

G

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

G



A

D

M

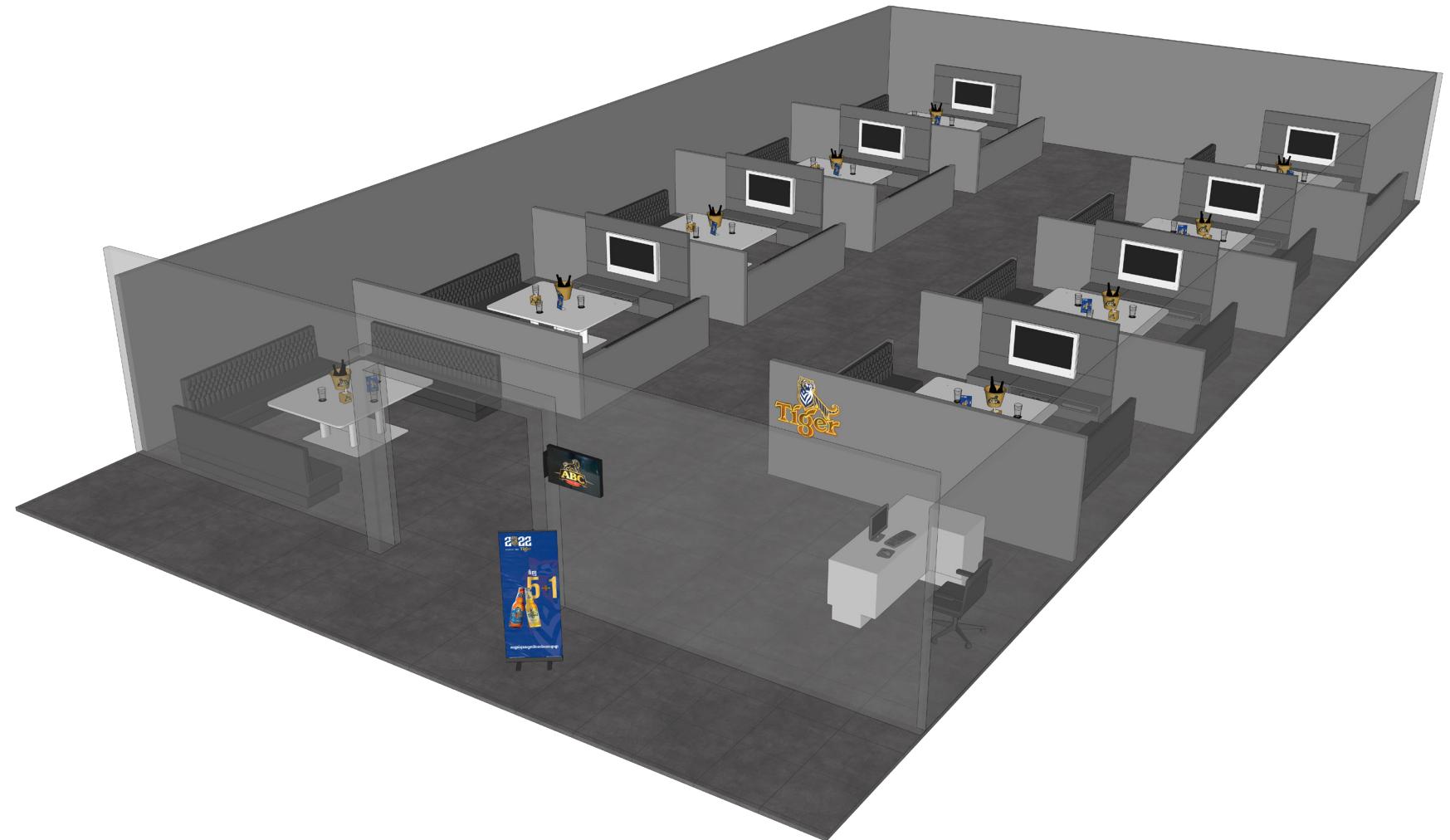
G

TRADITIONAL-ON-

# REGULAR KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

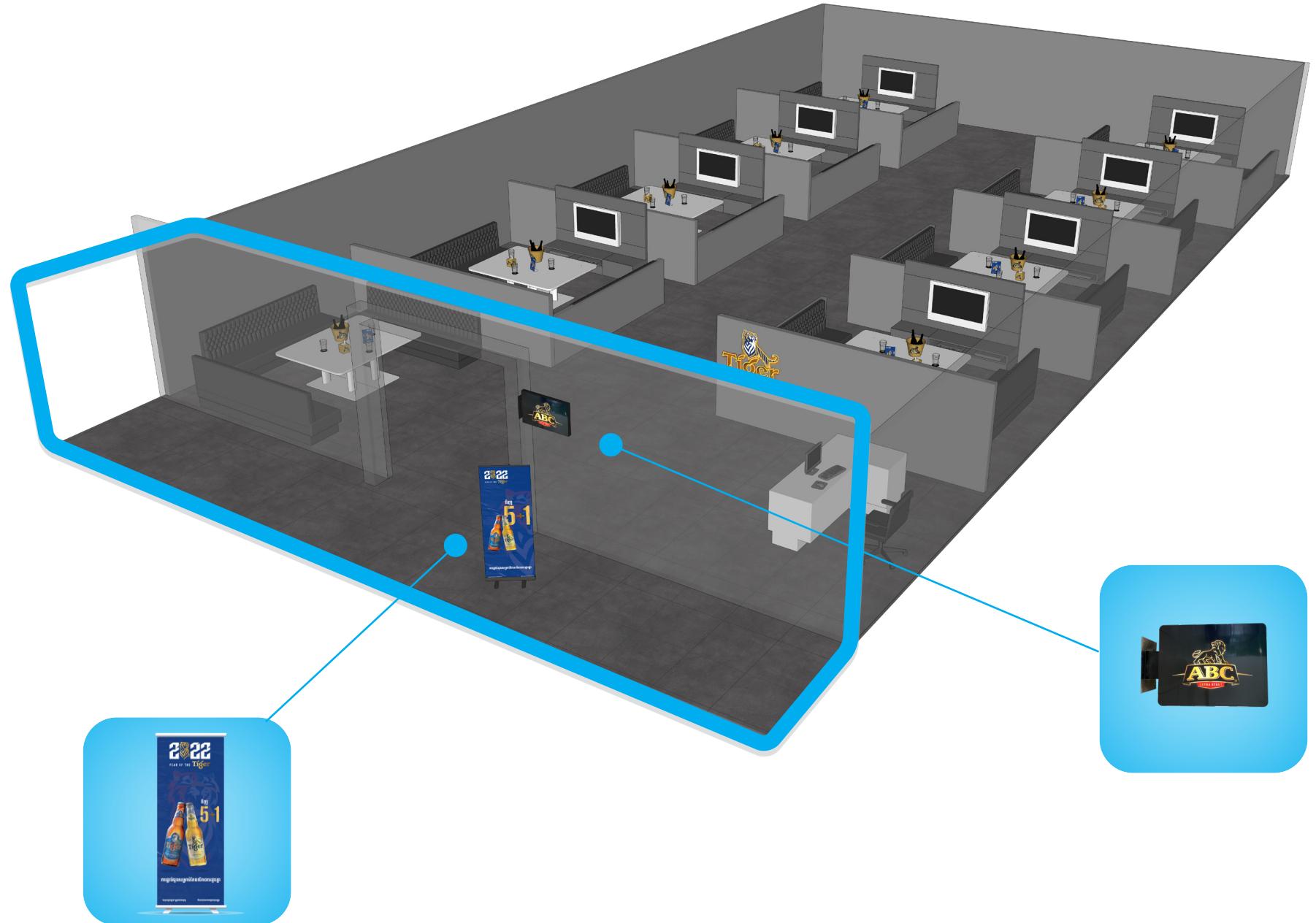


TRADITIONAL-ON-

# REGULAR KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-ON-

# REGULAR KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

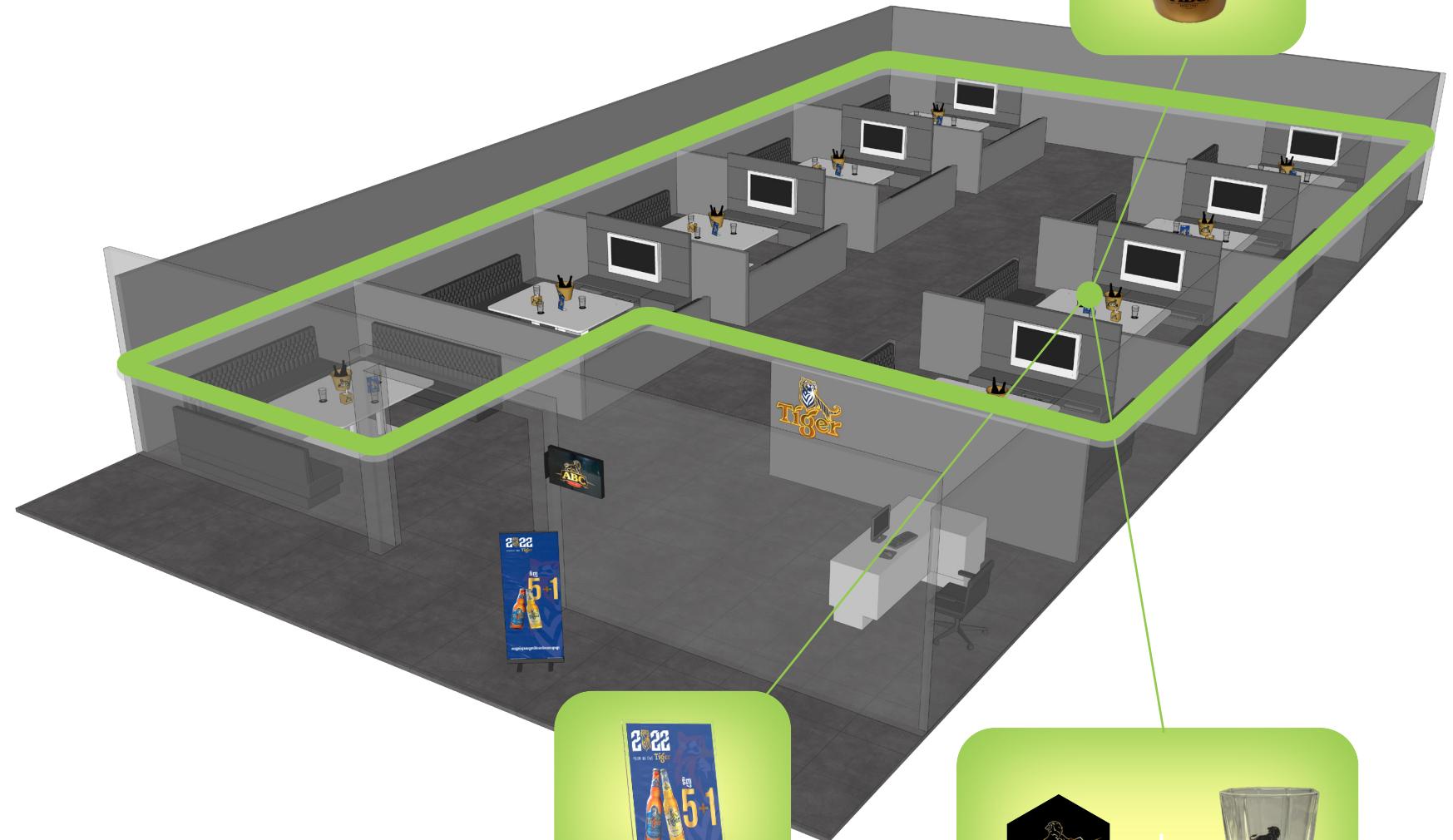


TRADITIONAL-ON-

# REGULAR KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# REGULAR RESTAURANT

## ► OVERVIEW

AREA  
Urban



PRIORITY  
SKU

GRADE  
All

PRIORITY  
CHANNEL  
Yes



SUPPORT  
BRAND



### CHANNEL DEFINITION

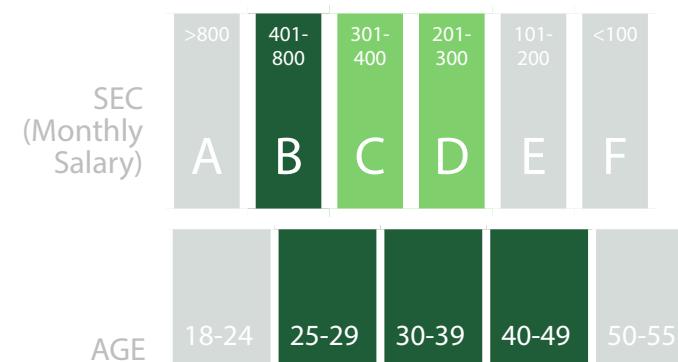
- A can of coke is sold less than 1\$
- Can beer is preferred
- Draft beer is available
- Limited food for selection (3 – 4 pages)
- Average price for food is 3\$/dish
- Surrounded by other regular outlets

### CONSUMER PROFILE

- **BEHAVIOR**  
Consume beer with limited spending
- **SHOPPING FREQUENCY**  
1 – 2 times/week
- **AVERAGE SPENDING TIME**  
1-2 hours
- **SPENDING/PAX**  
5\$-10\$/person



### TARGET AUDIENCE



### PRIORITY DRIVERS

- **CONSUMER**



- **CUSTOMER**



TRADITIONAL-ON-

# REGULAR RESTAURANT

## ► AVAILABILITY



PRIORITY  
SKU  
Can

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
 	 	 	 
Bottle/Pint or Can or Draught			
SESSIONABLE		ECONOMY	
MANDATORY	MANDATORY	OPTIONAL	
 	 	 	
Can	Bottle/Pint or Can	Can	

TRADITIONAL-ON-

# REGULAR RESTAURANT

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- |          |         |
|----------|---------|
| <b>A</b> | Attack  |
| <b>M</b> | Monitor |
| <b>D</b> | Defend  |
| <b>G</b> | Grow    |

# ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

# IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

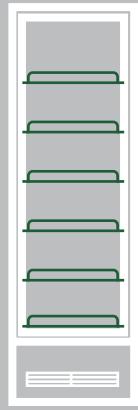
# PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

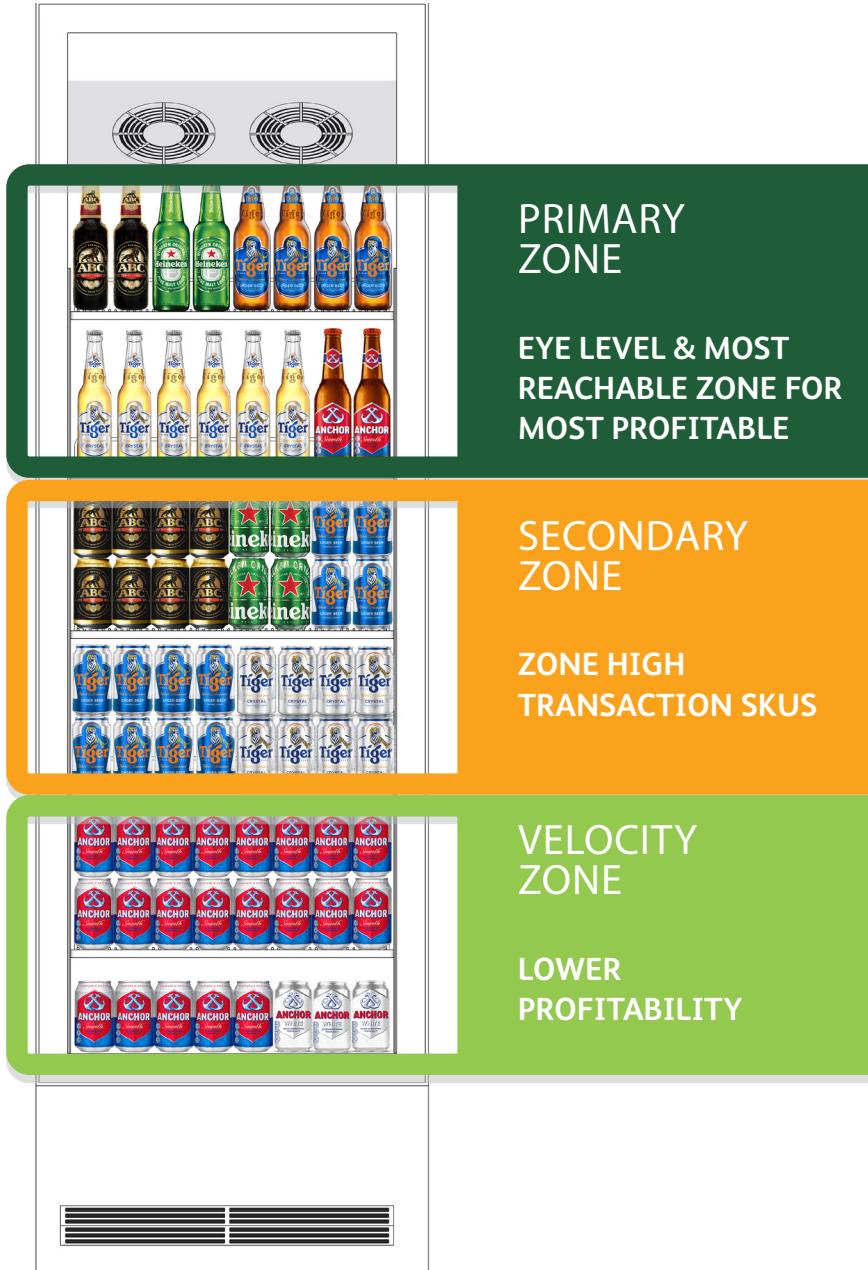
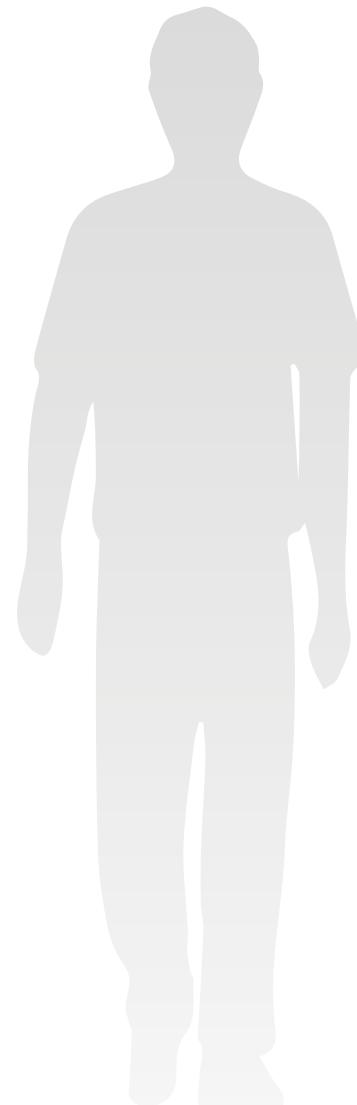
1	<ul style="list-style-type: none"> <li>• OUTDOOR LIGHTBOX of Lead Brand at Entrance</li> </ul> <p>(Lightbox is <b>Optional</b> if the outlet have Shop or Street signage)</p>		A	<ul style="list-style-type: none"> <li>• INDOOR LIGHTBOX of Support Brand at Impact Hot Spot</li> </ul>		A	<ul style="list-style-type: none"> <li>• TENT CARD on each table</li> </ul>		A
2	<ul style="list-style-type: none"> <li>• STANDEE at Entrance</li> </ul>		A	<ul style="list-style-type: none"> <li>• INDOOR LIGHTBOX of Lead Brand at Impact Hot Spot</li> </ul>		A	<ul style="list-style-type: none"> <li>• GLASSES, COASTERS, &amp; BUCKETS for available brands</li> </ul>		A
3	<ul style="list-style-type: none"> <li>• SHOP OR STREET SIGNAGE</li> </ul>		A				<ul style="list-style-type: none"> <li>• FRIDGE</li> </ul> <p>Visible directly behind the purchase zone. Good working condition. Planogram executed. No expired stock.</p>		A
4							<ul style="list-style-type: none"> <li>• DRAUGHT</li> </ul> <p>Install Draught taps based on volume potential. <b>VISIBILITY</b> Place draught tap at first point of impact on the bar Ensure tap is working Correct branded glassware (min. 12) <b>QUALITY</b> Draught machine service within past 2 weeks Check BBF dates on all Kegs Draught tap clean and spritzer working Glassware clean</p>		A

# REGULAR RESTAURANT

## ► FRIDGE PLAN-O-GRAM GUIDELINE



BIG  
FRIDGE



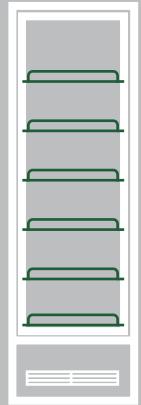
### KEY CRITERIA

- 1 Volume Contribution by SKUs
- 2 Revenue/HL
- 3 Priority SKUs
- 4 Lead & Support Brand
- 5 Focus start Expensive brand & follow by cheaper brand

TRADITIONAL-ON-

# REGULAR RESTAURANT

## ► PLANOGRAM MOCKUP



BIG  
FRIDGE



## INTERFACE

1	2	3	4	5	6	7	8
ABC PINT	HNK PINT	TIGER PINT					
	TIGER CRYSTAL PINT		ANCHOR PINT				
	ABC CAN	HNK CAN	TIGER CAN				
	TIGER CAN		TIGER CRYSTAL CAN				
		ANCHOR CAN					
		ANCHOR CAN		ANCHOR WHITE CAN			

TRADITIONAL-ON-

# REGULAR RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

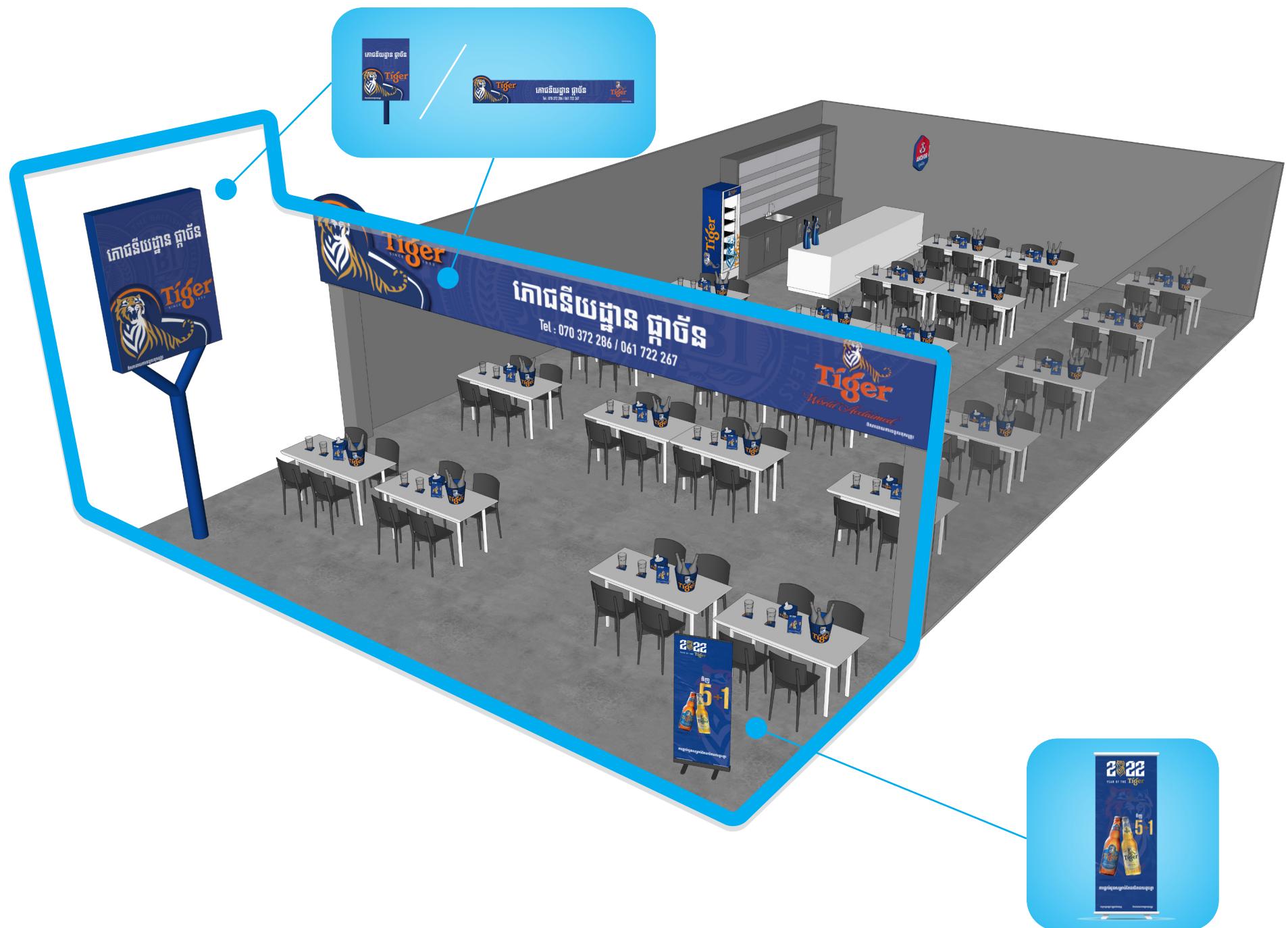


TRADITIONAL-ON-

# REGULAR RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-ON-

# REGULAR RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

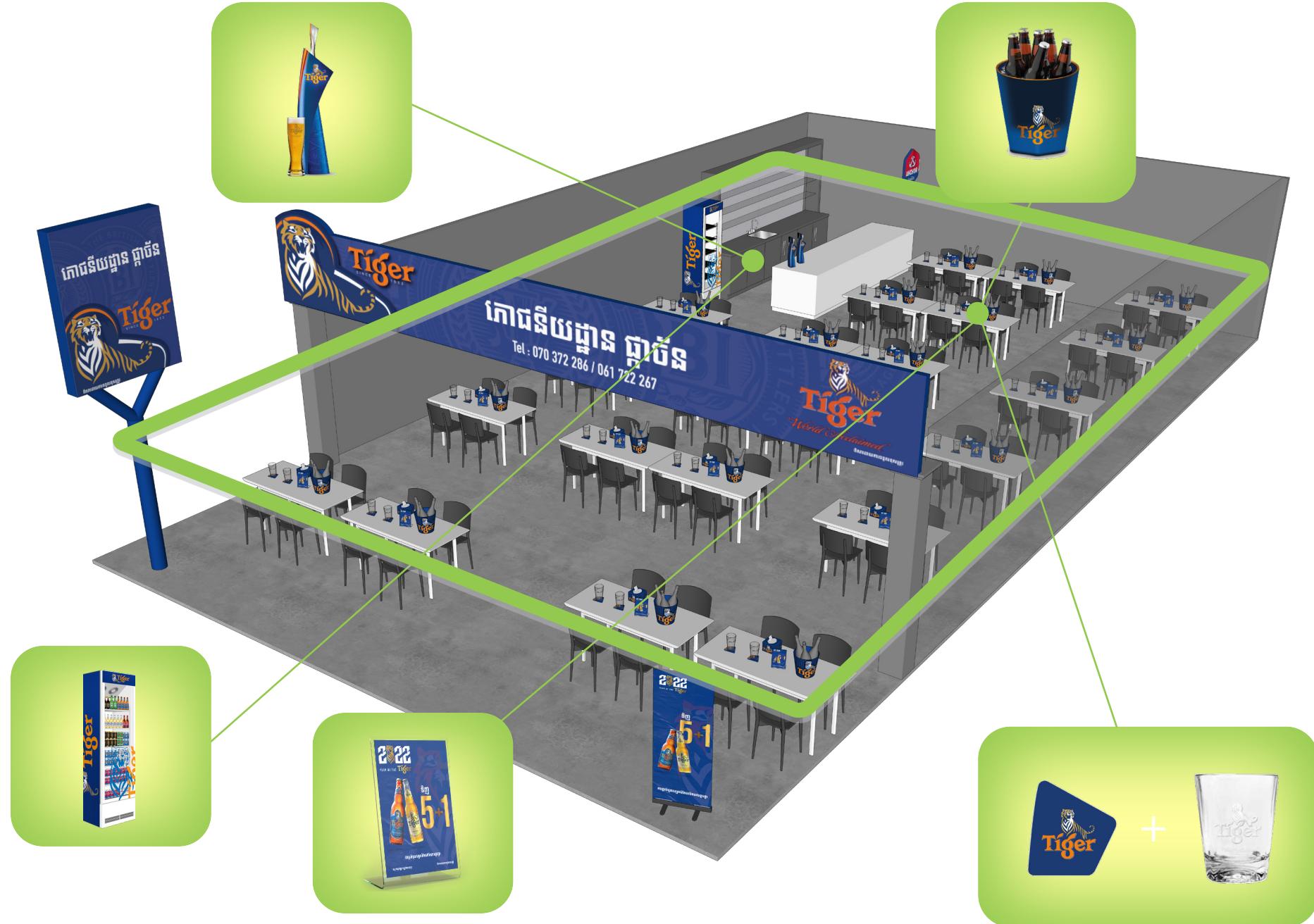


TRADITIONAL-ON-

# REGULAR RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# TRADITIONAL-ON-

## SOUP & BBQ

### ► OVERVIEW

AREA  
Urban

PRIORITY  
SKU



GRADE  
All

★ LEAD  
BRAND

PRIORITY  
CHANNEL

Yes



SUPPORT  
BRAND



### CHANNEL DEFINITION

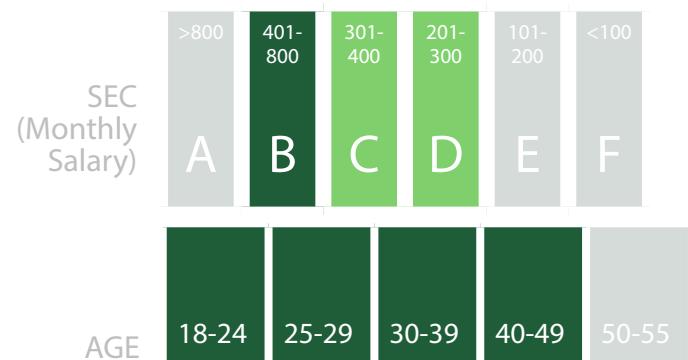
- Serve soup/BBQ/grilled meat as base/main food
- Have outdoor open-air seating
- Mainstream beers preferred - we challenge this
- Some available in buffet format

### CONSUMER PROFILE

- **BEHAVIOR**  
Already have beer brand in mind (mainstream)
- **SHOPPING FREQUENCY**  
1 – 2 times/week
- **AVERAGE SPENDING TIME**  
1.5 – 2 hours
- **SPENDING/PAX**  
5\$-10\$



### TARGET AUDIENCE



### PRIORITY DRIVERS

- CONSUMER



- CUSTOMER



TRADITIONAL-ON-

# SOUP & BBQ

## ► AVAILABILITY



PRIORITY  
SKU  
Can

MAINSTREAM		PREMIUM	
MANDATORY	MANDATORY	MANDATORY	OPTIONAL
 	 	 	 
Bottle/Pint or Can or Draught			
SESSIONABLE		ECONOMY	
MANDATORY	MANDATORY	OPTIONAL	
 	 	 	
Can	Bottle/Pint or Can	Can	

TRADITIONAL-ON-

SOUP &  
BBQ

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

/ OUTLET GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

3

- SHOP OR STREET SIGNAGE



A

D

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

A

D

M

G

A

D

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



A

D

M

G

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

G

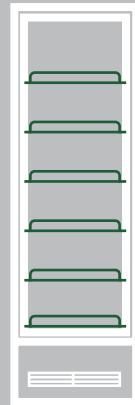
- FRIDGE Visible directly behind the purchase zone



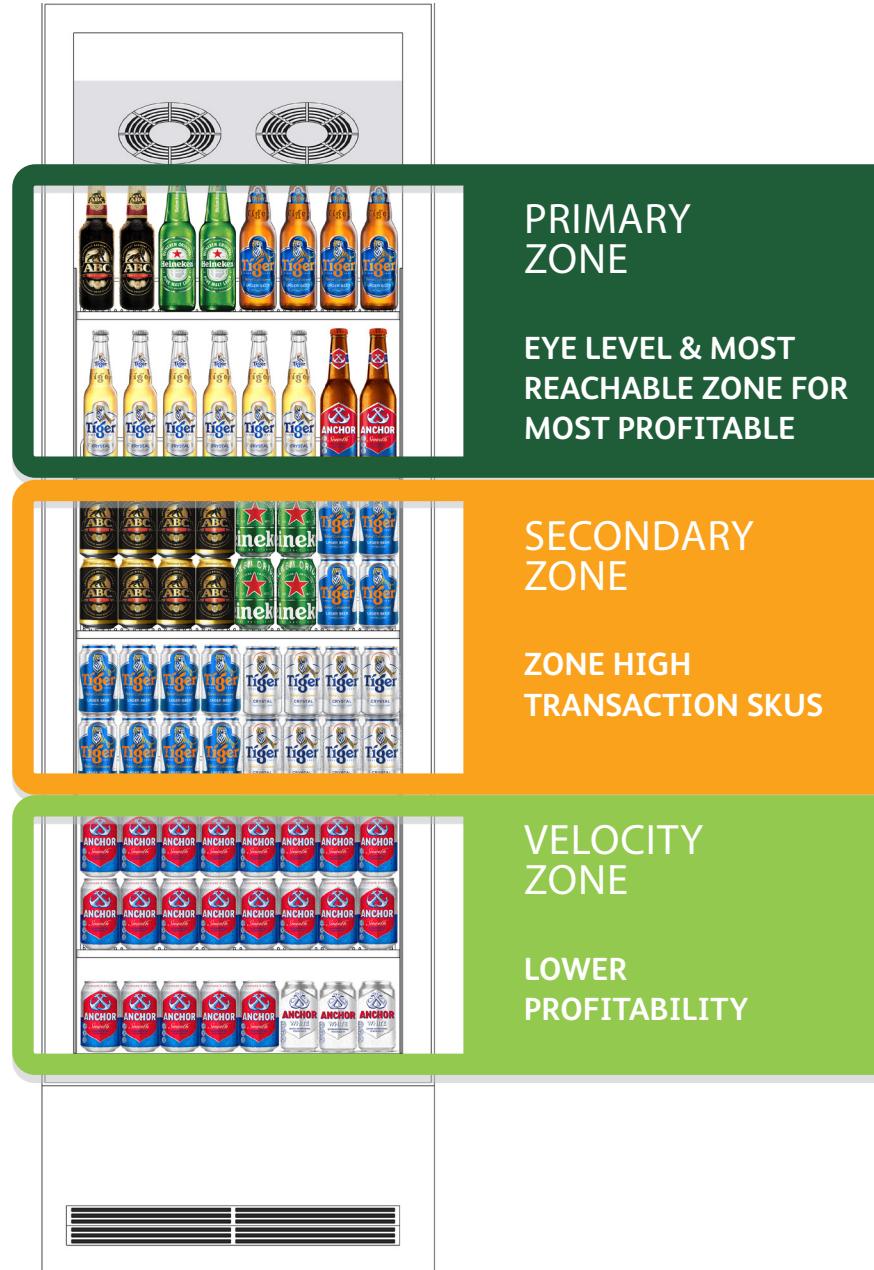
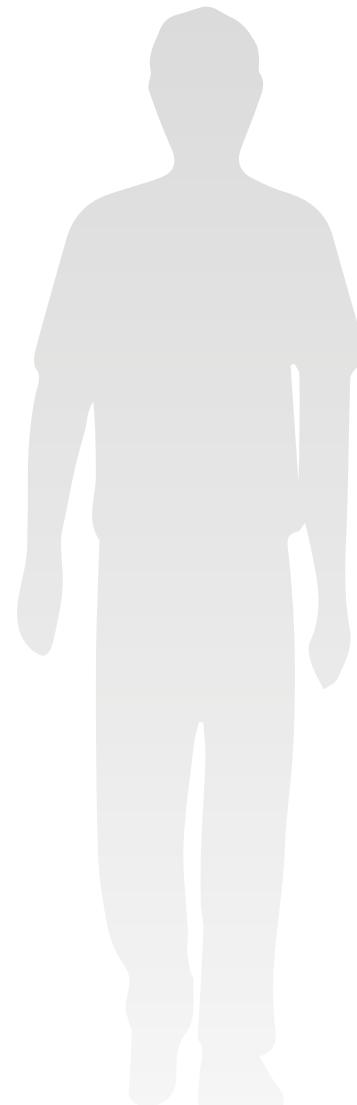
Good working condition. Planogram executed. No expired stock.

# SOUP & BBQ

## ► FRIDGE PLAN-O-GRAM GUIDELINE



BIG  
FRIDGE



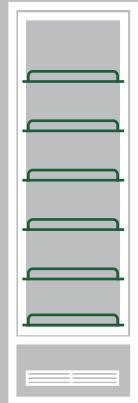
### KEY CRITERIA

- 1 Volume Contribution by SKUs
- 2 Revenue/HL
- 3 Priority SKUs
- 4 Lead & Support Brand
- 5 Focus start Expensive brand & follow by cheaper brand

TRADITIONAL-ON-

# SOUP & BBQ

## ► PLANOGRAM MOCKUP



BIG  
FRIDGE



## INTERFACE

1	2	3	4	5	6	7	8
ABC PINT	HNK PINT	TIGER PINT					
	TIGER CRYSTAL PINT		ANCHOR PINT				
	ABC CAN	HNK CAN	TIGER CAN				
	TIGER CAN		TIGER CRYSTAL CAN				
		ANCHOR CAN					
		ANCHOR CAN		ANCHOR WHITE CAN			

TRADITIONAL-ON-

SOUP &  
BBQ

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

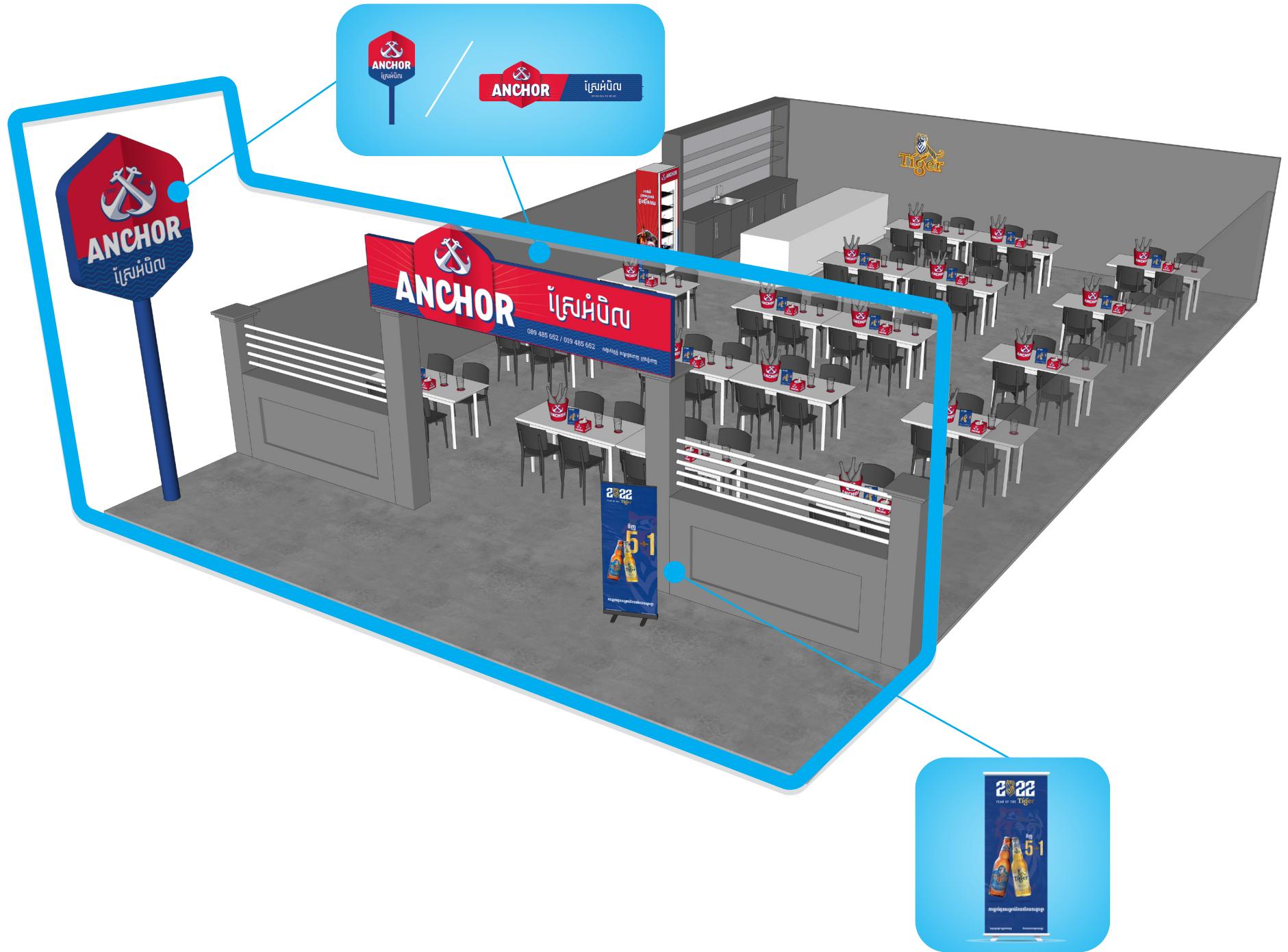


TRADITIONAL-ON-

SOUP &  
BBQ

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-ON-

SOUP &  
BBQ

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



TRADITIONAL-ON-

SOUP &  
BBQ

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# SPORTS CLUB

## ► OVERVIEW

AREA  
Urban



GRADE  
All



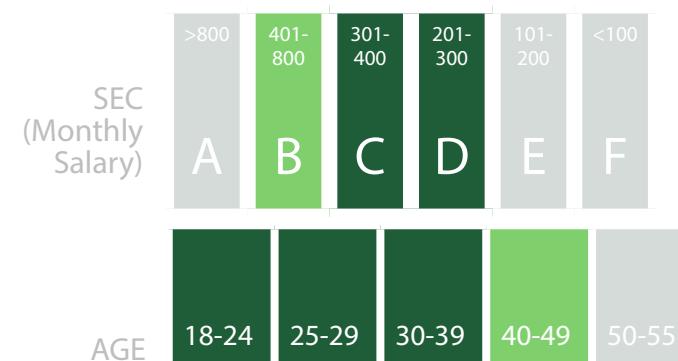
★ LEAD  
BRAND



SUPPORT  
BRAND



### TARGET AUDIENCE



### CONSUMER PROFILE

- BEHAVIOR

after the game, they didn't prefer to consume a lot of beer (just 1 or 2 bottle)

- AVERAGE SPENDING TIME

2 – 3 hours

- SPENDING/PAX

10\$ or above



### PRIORITY DRIVERS

- CONSUMER



- CUSTOMER



TRADITIONAL-ON-

# SPORTS CLUB

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM		
OPTIONAL	MANDATORY	MANDATORY	MANDATORY	
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle/Pint or Can or Draught	

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
Can	Bottle/Pint or Can	Can

TRADITIONAL-ON-

SPORTS  
CLUB

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION  
MANDATORY
- OPTIONAL

/ OUTLET  
GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- STANDEE  
at Entrance



A  
D  
M  
G

- TENT CARD  
on each table



A  
D  
M  
G

## PURCHASE ZONE

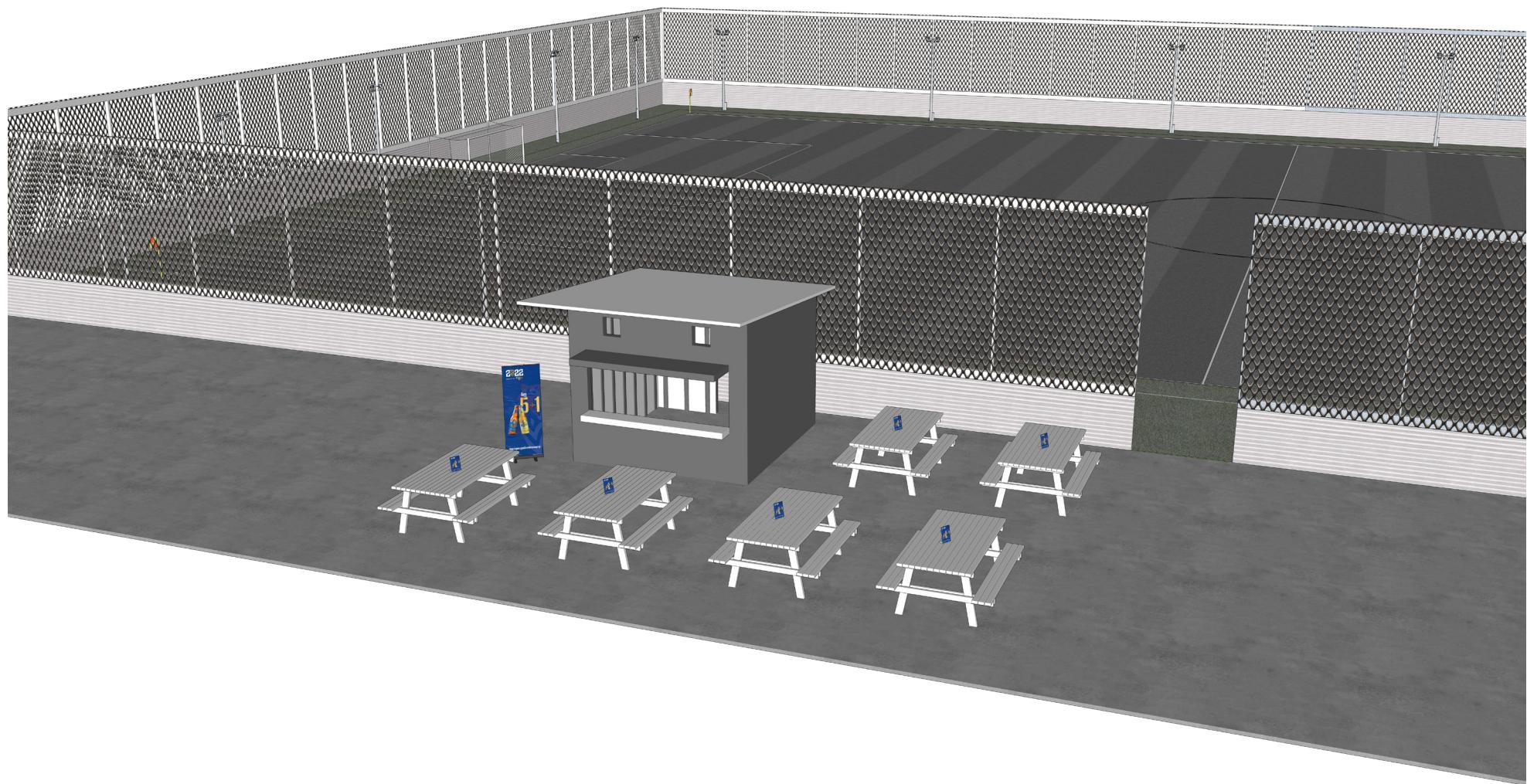
Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

TRADITIONAL-ON-

# SPORTS CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

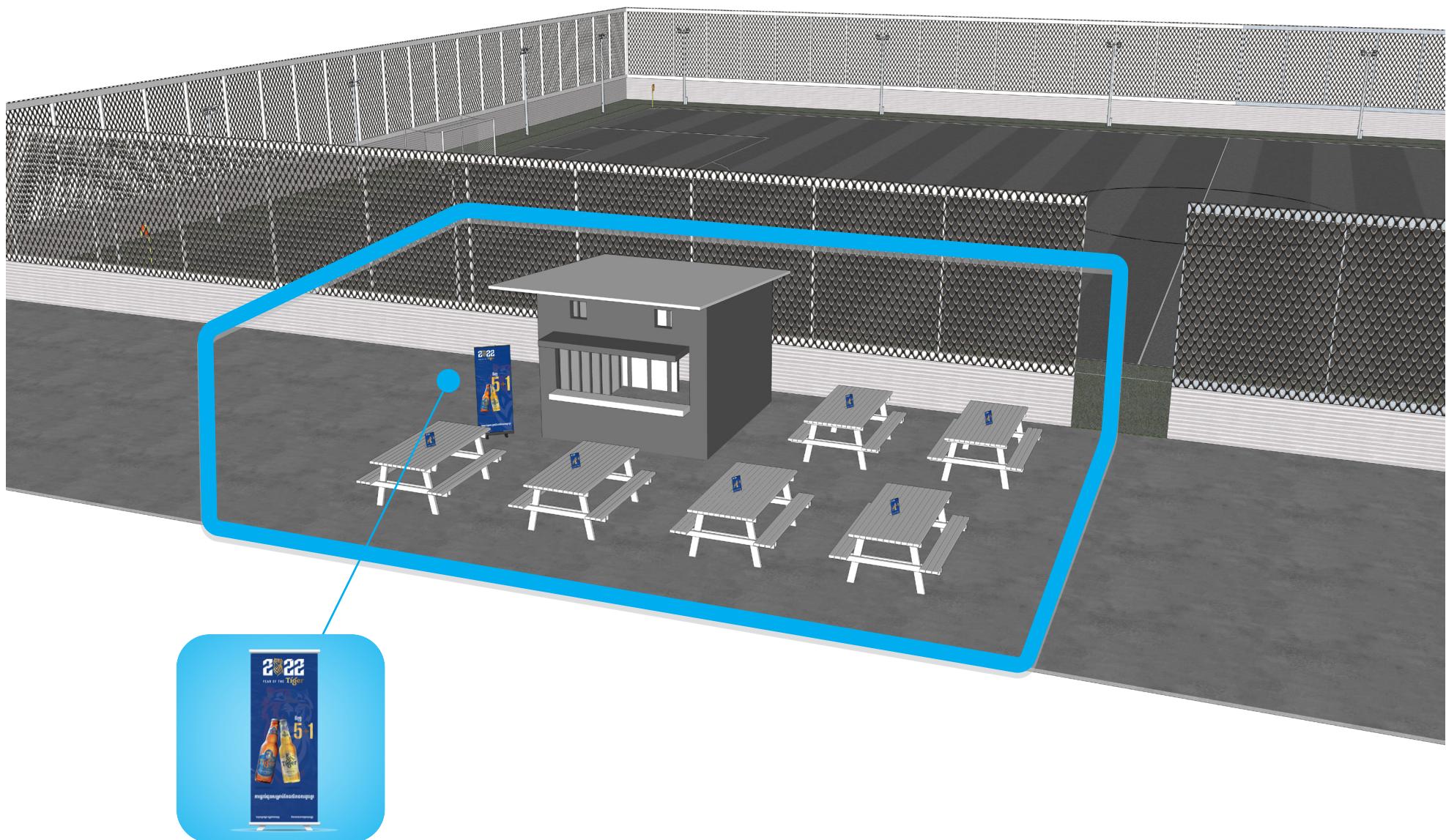


TRADITIONAL-ON-

# SPORTS CLUB

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

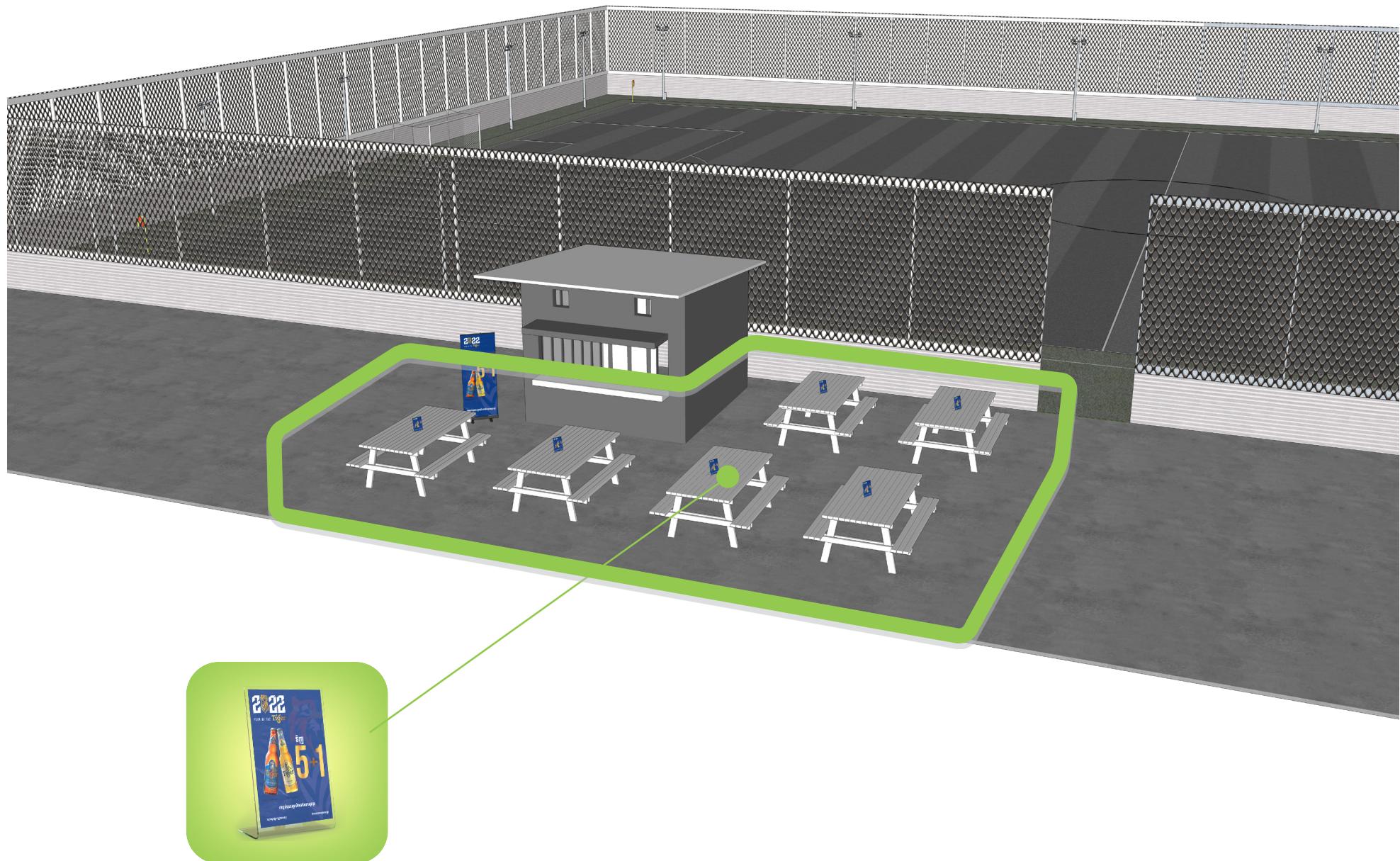


TRADITIONAL-ON-

# SPORTS CLUB

► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# CASINO

## ► OVERVIEW

AREA  
Urban

PRIORITY  
SKU



GRADE  
All

★ LEAD  
BRAND

PRIORITY  
CHANNEL

No



SUPPORT  
BRAND



### CHANNEL DEFINITION

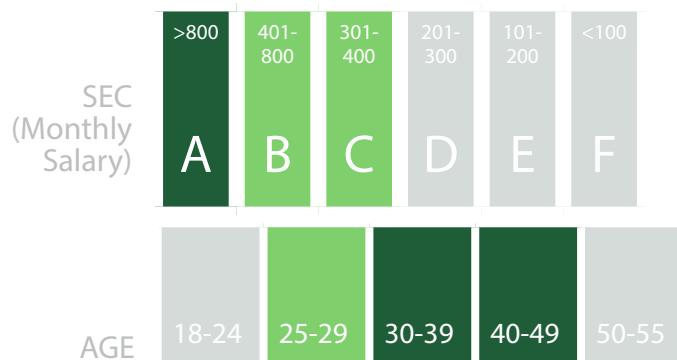
- For gambling
- Sky bar, lounge, café might be available

### CONSUMER PROFILE

- BEHAVIOR**  
Prefer to spend over in gambling
- AVERAGE SPENDING TIME**  
Over night
- SPENDING/PAX**  
30\$ or above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- CONSUMER**



AVAILABILITY

- CUSTOMER**



SERVICE

## CASINO

## ► AVAILABILITY

PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM		
OPTIONAL	MANDATORY	MANDATORY	MANDATORY	
 	 	 	 	
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle/Pint or Can or Draught	

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
 	 	 
Can	Bottle/Pint or Can	Can

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D



- TENT CARD on each table



- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot

- GLASSES, COASTERS, & BUCKETS for available brands

## / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

## / OUTLET GRADE

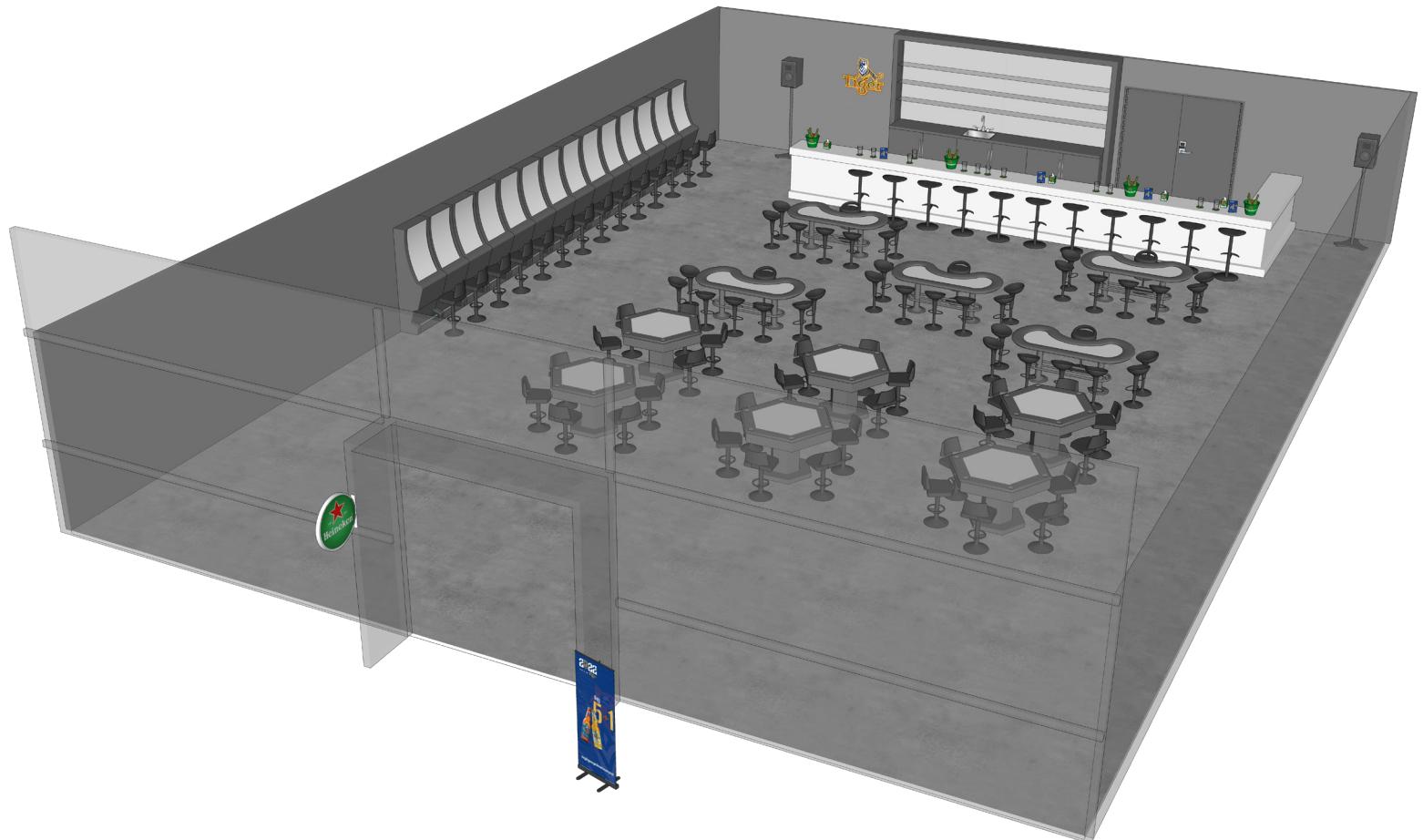
- |   |         |
|---|---------|
| <span style="background-color: #800000; color: white; padding: 2px;">■</span> | Attack  |
| <span style="background-color: #808080; color: black; padding: 2px;">■</span> | Monitor |
| <span style="background-color: #008000; color: white; padding: 2px;">■</span> | Defend  |
| <span style="background-color: #FF8C00; color: black; padding: 2px;">■</span> | Grow    |

MODERN-ON-

# CASINO

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

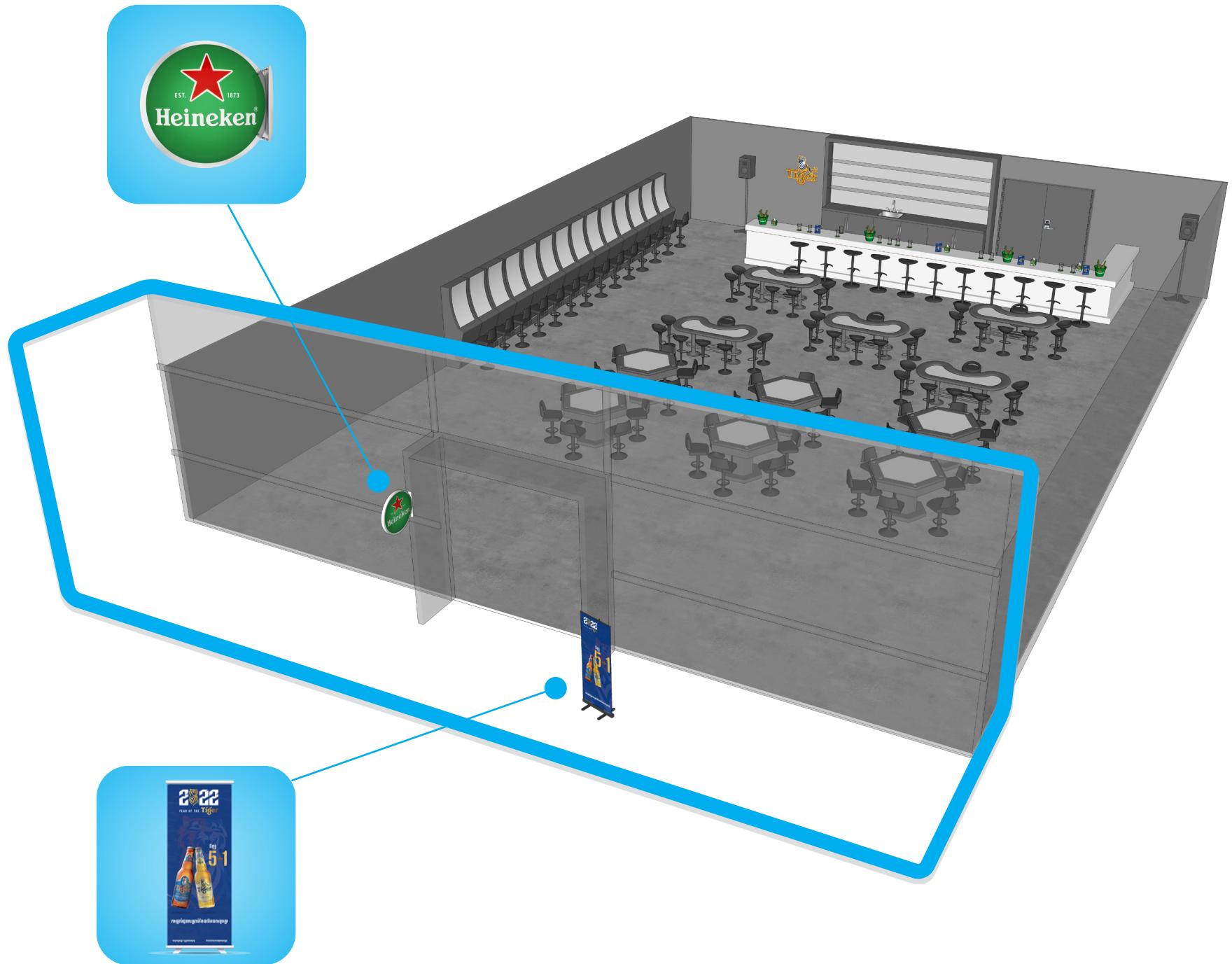


MODERN-ON-

# CASINO

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

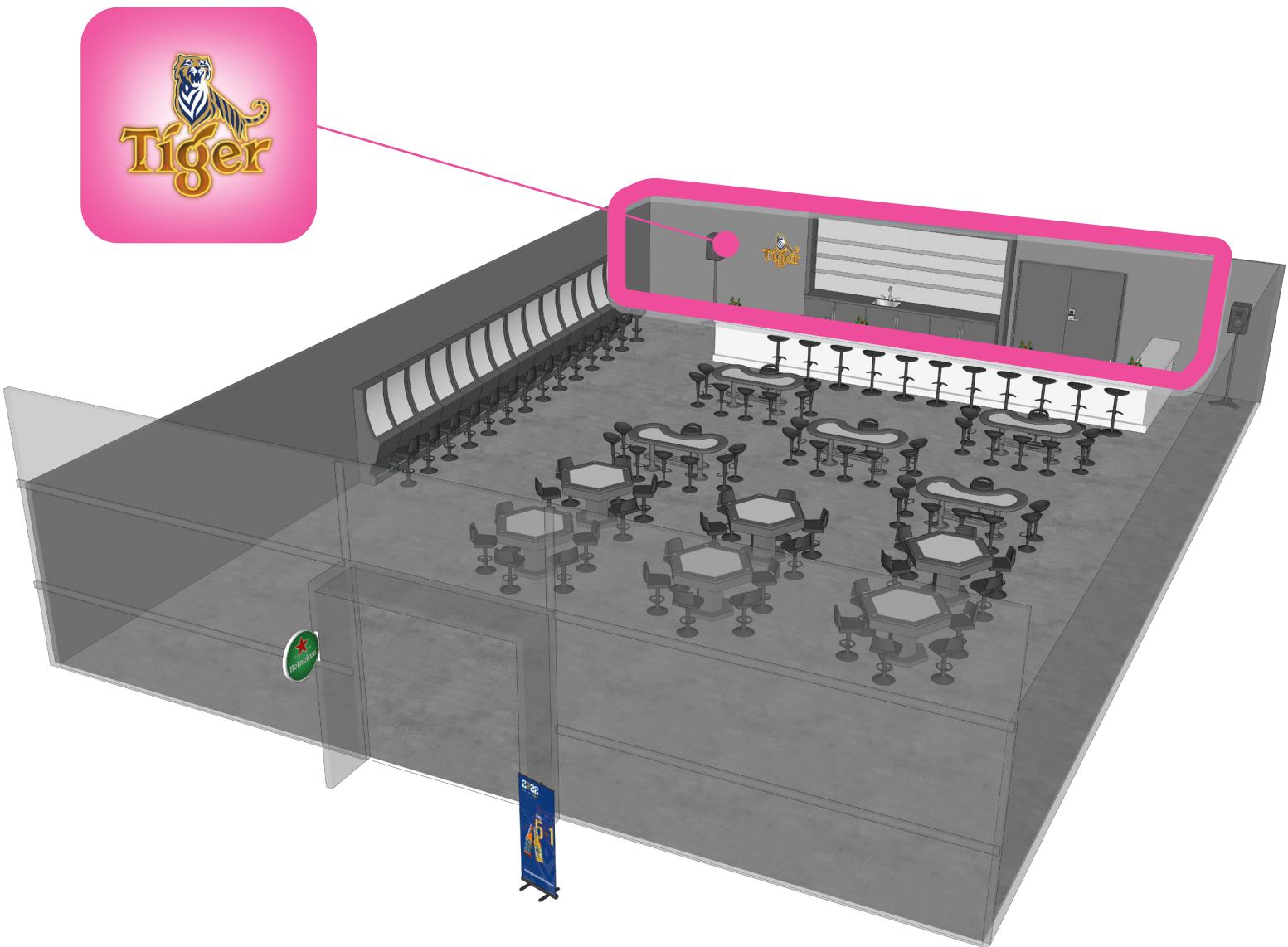


MODERN-ON-

# CASINO

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

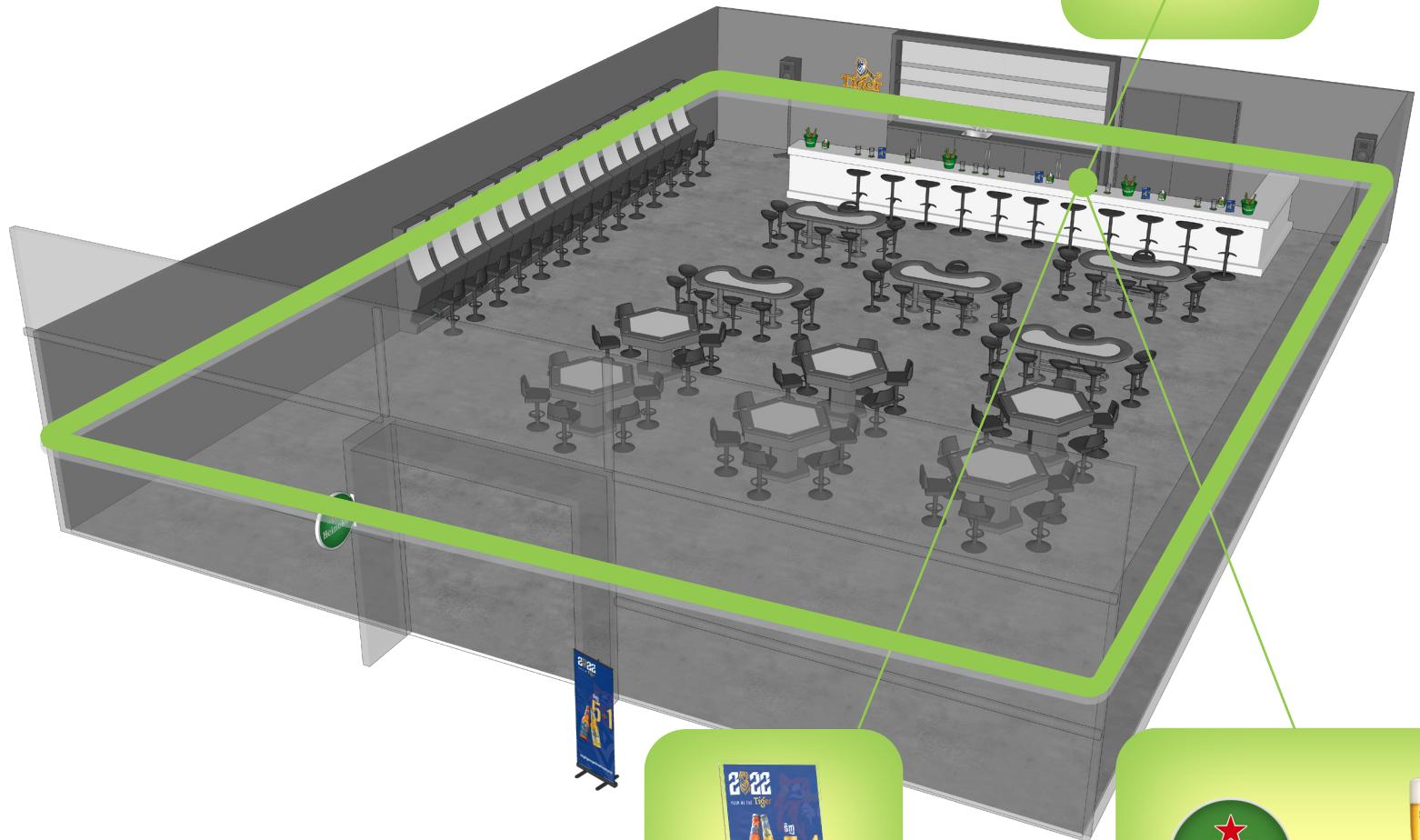


MODERN-ON-

# CASINO

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# CHINESE BAR/PUB

## ► OVERVIEW

AREA  
Urban



GRADE  
All



★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

- Mainly for drinks
- Have band, music or DJ from 9:30 PM – 1 AM
- Open at night time only (6PM – 1AM)
- Serve beer in bottle, draft, or beer tower
- Limited food selection (3 – 4 pages)
- Cocktail & Wine are available
- Most customer are Chinese

### CONSUMER PROFILE

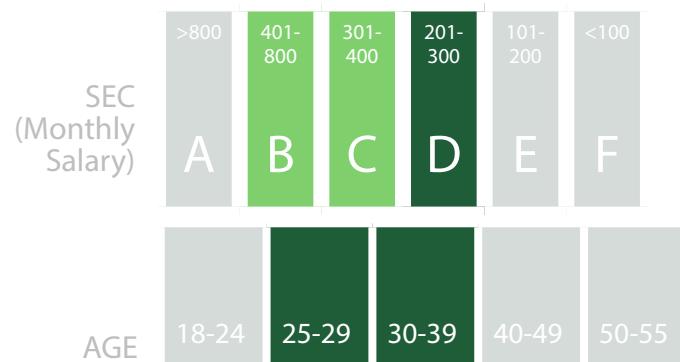
- **BEHAVIOR**  
Have beer brand in mind
- **GOING OUT FREQUENCY**  
1 – 2 times/week
- **AVERAGE SPENDING TIME**  
Over 2 hours
- **SPENDING/PAX**  
20\$ or above



2022/3/4 2



### TARGET AUDIENCE



### PRIORITY DRIVERS

- **CONSUMER**



- **CUSTOMER**



# CHINESE BAR/PUB

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM		
OPTIONAL	MANDATORY	OPTIONAL	OPTIONAL	MANDATORY
 <b>ANCHOR</b>	 <b>Tiger</b>	 <b>ABC</b> EXTRA STOUT	 <b>ABC</b> RESERVE	 <b>Heineken®</b>
   Bottle/Pint or Can or Draught	   Bottle/Pint or Can or Draught	  Bottle/Pint or Can	 Bottle	   Bottle/Pint or Can or Draught

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
 <b>ANCHOR</b> WHITE	 <b>Tiger</b> CRYSTAL	 <b>Gold Crown</b> Beer

 Can	  Bottle/Pint or Can	 Can
--	--	--

MODERN-ON-

# CHINESE BAR/PUB

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

3

- SHOP OR STREET SIGNAGE



A

D

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



A

D

M

G

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

G

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

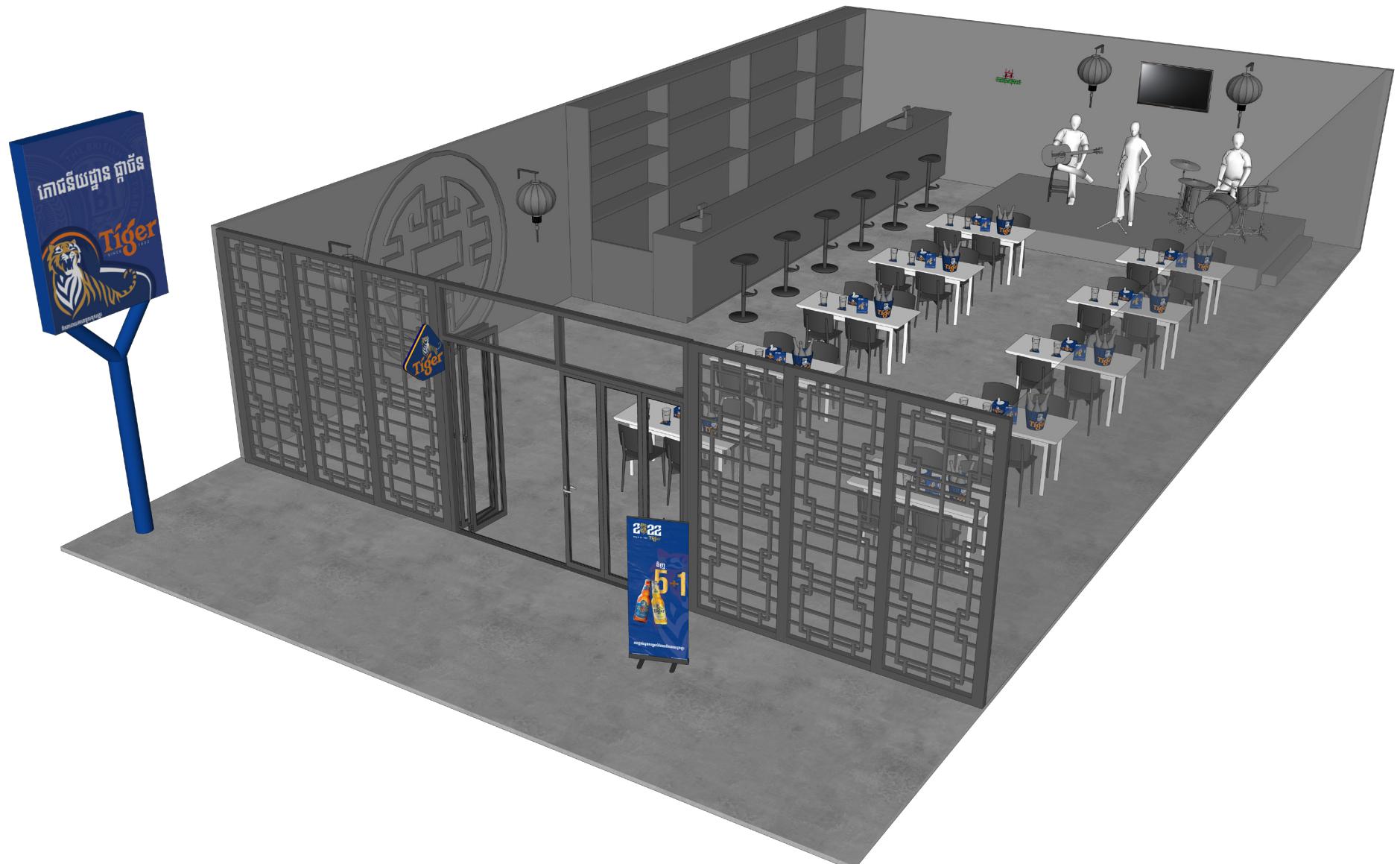
Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

# CHINESE BAR/PUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

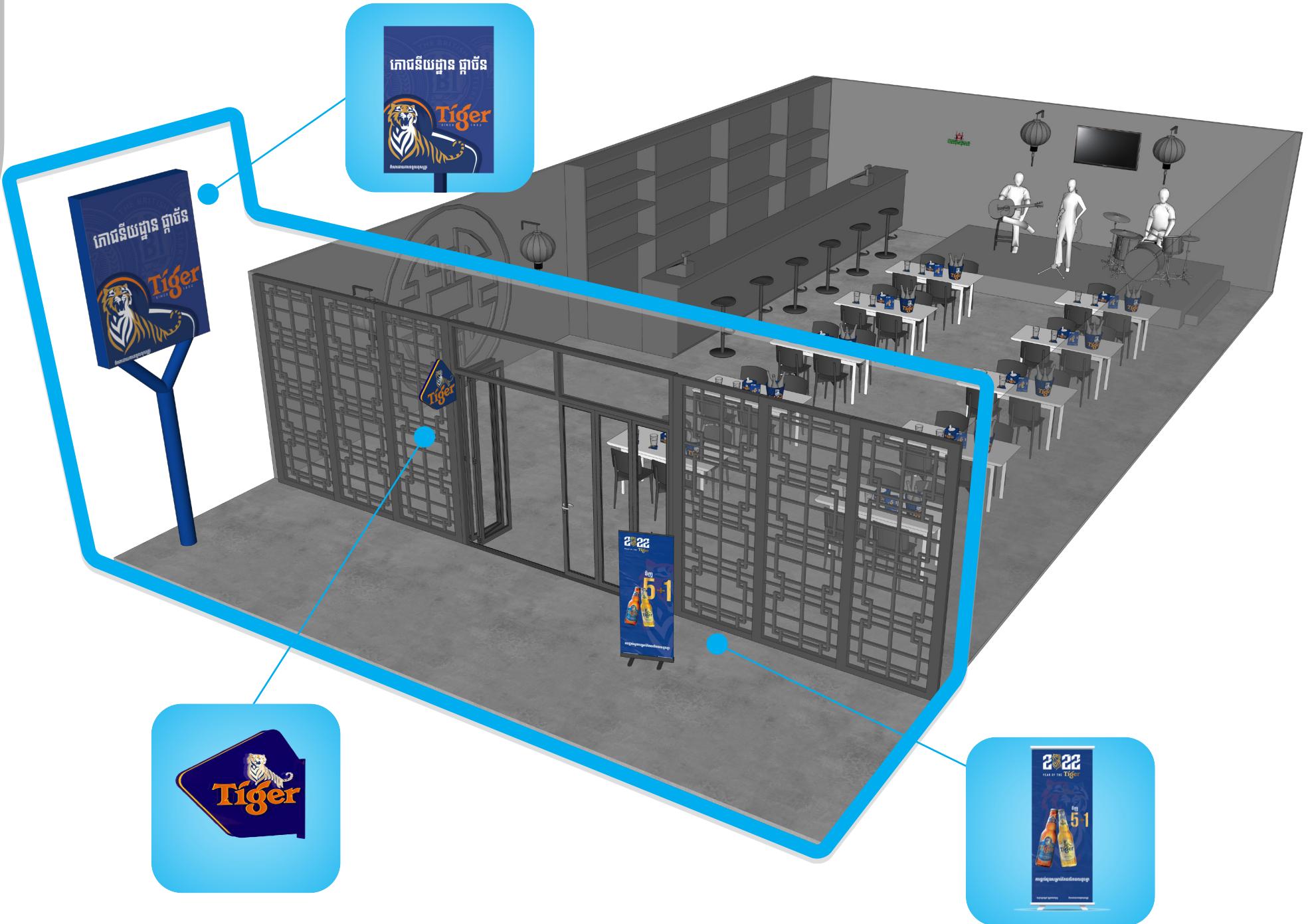


MODERN-ON-

# CHINESE BAR/PUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

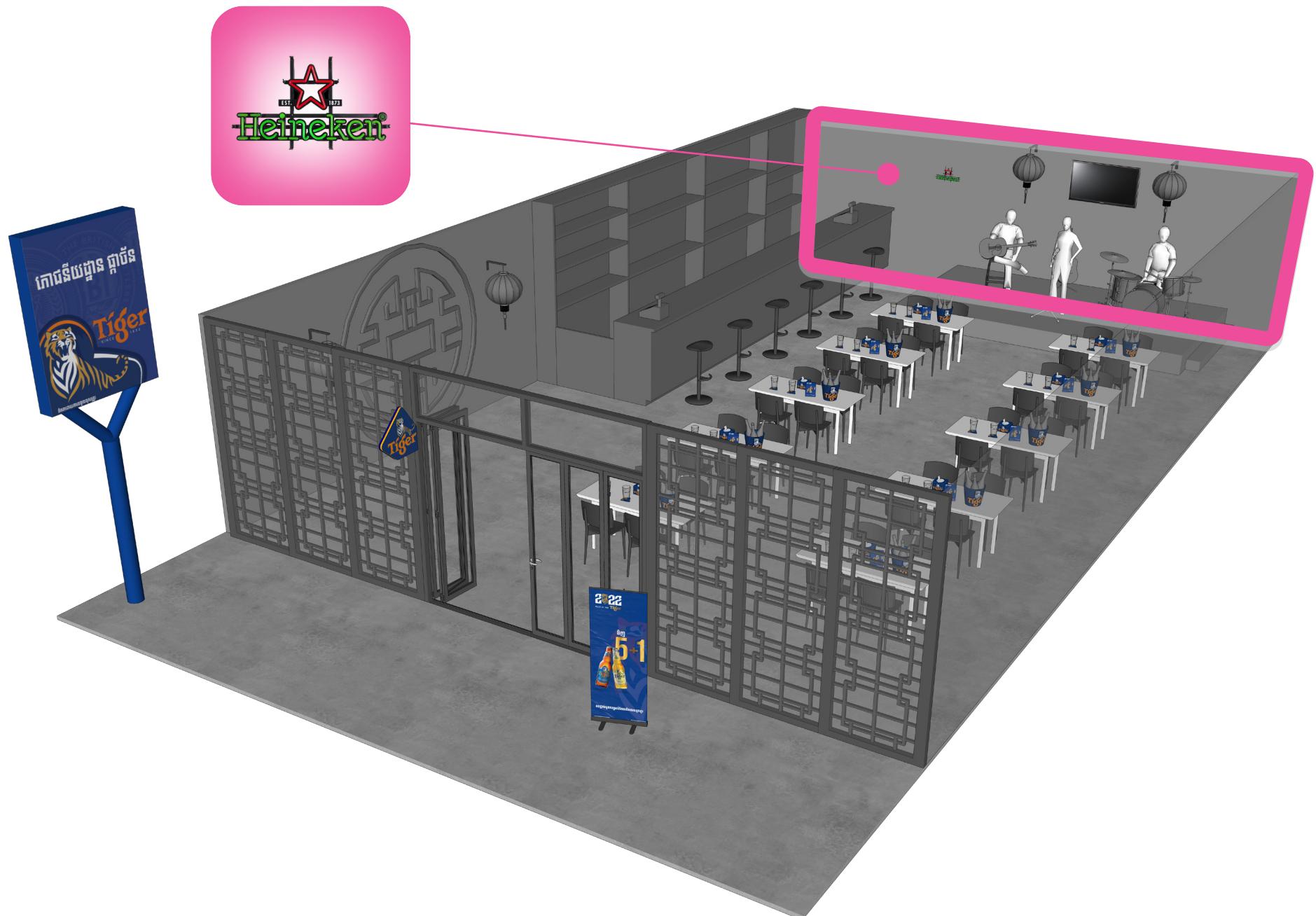


MODERN-ON-

# CHINESE BAR/PUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

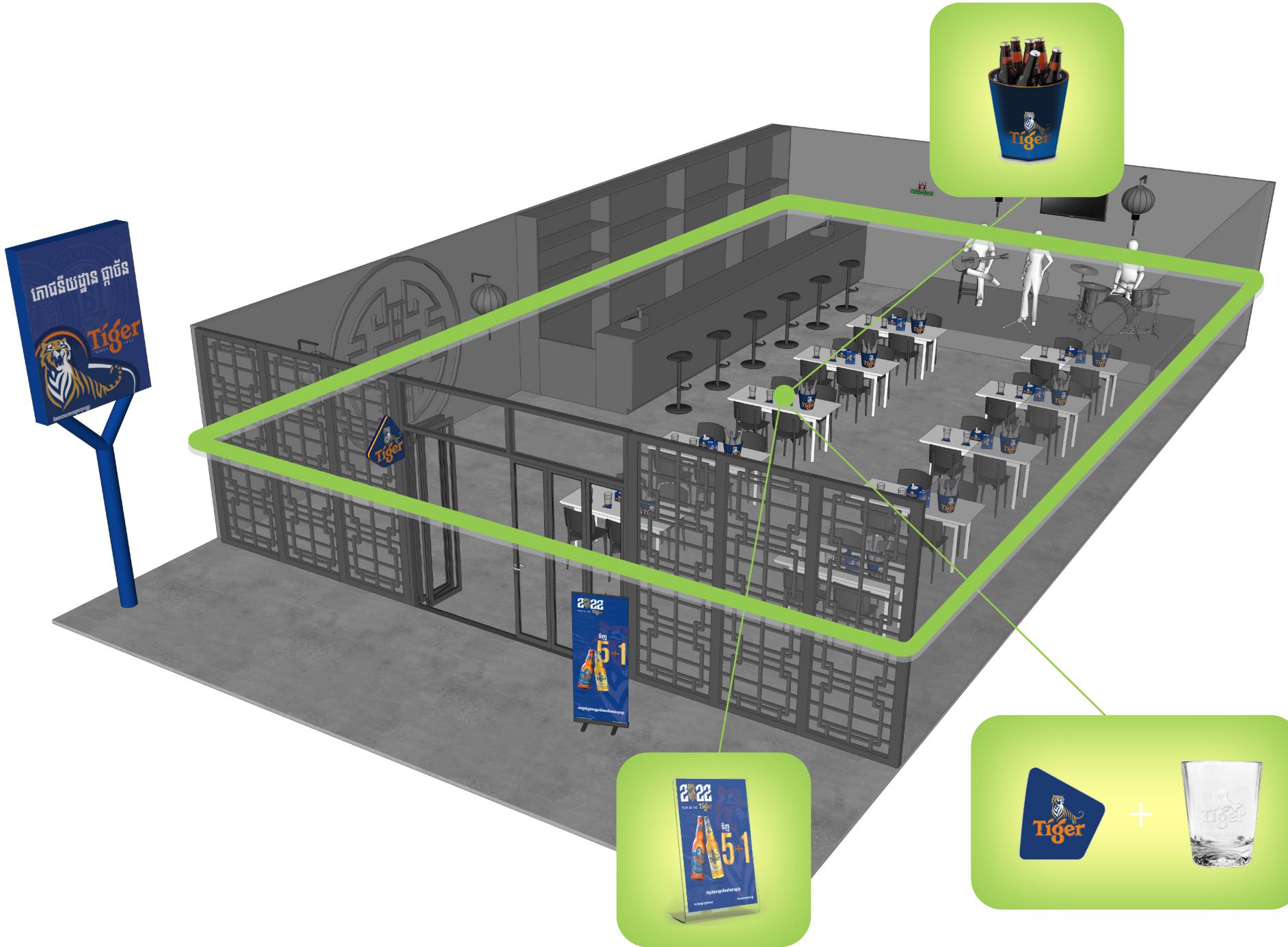


MODERN-ON-

# CHINESE BAR/PUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# CHINESE CLUB

## ► OVERVIEW

AREA  
Urban

PRIORITY  
SKU



GRADE  
All

★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

- Nice exterior & Interior decoration
- Having DJ and DJ console
- A can of Coke is sold more than 1.5\$
- Wide car parking space
- Range of Spirit available
- 1 bottle of beer costs 3\$
- Open from 10 PM – 3 AM

### CONSUMER PROFILE

#### • BEHAVIOR

Continue from first or second round

#### • GOING OUT FREQUENCY

1 – 2 times/week

#### • AVERAGE SPENDING TIME

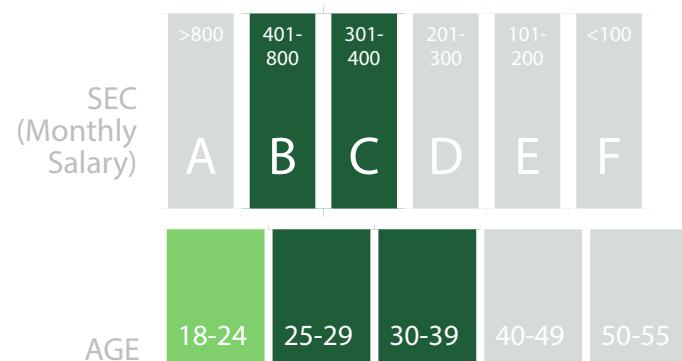
2 – 3 hours

#### • SPENDING/PAX

20\$ above



### TARGET AUDIENCE



### PRIORITY DRIVERS

#### • CONSUMER



AVAILABILITY



VISIBILITY

#### • CUSTOMER



FINANCIAL TERMS



SERVICE

# CHINESE CLUB

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM		
OPTIONAL	MANDATORY	OPTIONAL	OPTIONAL	MANDATORY
 <b>ANCHOR</b>	 <b>Tiger</b>	 <b>ABC</b> EXTRA STOUT	 <b>ABC</b> RESERVE	 <b>Heineken®</b>
   Bottle/Pint or Can or Draught	   Bottle/Pint or Can or Draught	  Bottle/Pint or Can	 Bottle	   Bottle/Pint or Can or Draught

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
 <b>ANCHOR</b> WHITE	 <b>Tiger</b> CRYSTAL	 <b>Gold Crown</b> Beer
 Can	  Bottle/Pint or Can	 Can

MODERN-ON-

CHINESE  
CLUB

► VISIBILITY

/ LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

/ OUTLET GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



2

- STANDEE at Entrance



## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

A

- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot



D

A

- STANDEE at Impact Hot Spot

D

M

G

A

- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot

A

D

- TENT CARD on each table



A

D

M

G

- TENT CARD on each table



A

D

M

G

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

G

MODERN-ON-

# CHINESE CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

# CHINESE CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

# CHINESE CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

# CHINESE CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

# CHINESE KTV

## ► OVERVIEW

AREA  
Urban



GRADE  
All

★ LEAD BRAND



SUPPORT BRAND



### CHANNEL DEFINITION

- Private room with KTV station
- Have more than 15 rooms
- Exterior & Interior decoration (gold, silver)
- Mainly for entertainment
- Lady companionship
- Premium beer is priced at least 80/ctn
- Lead SKU is ABC
- Located along the main street, boulevard or crowded area

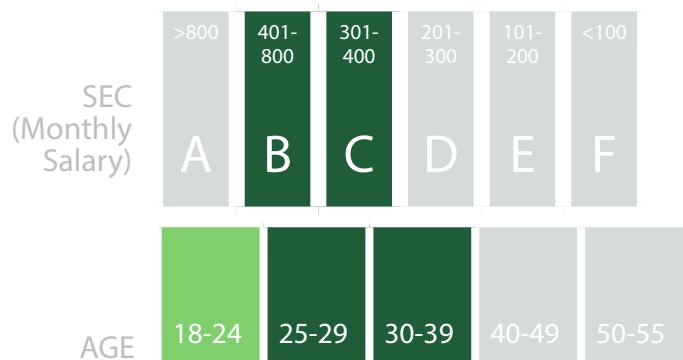
### CONSUMER PROFILE

- WHO  
Businessmen, Officer \$ SEC A D
- BEHAVIOR  
Second round drinking, go in group
- GOING OUT FREQUENCY  
1 – 2 times/month
- AVERAGE SPENDING TIME  
2 – 3 hours
- SPENDING/PAX  
40\$ above

丽都国际娱乐



### TARGET AUDIENCE



### PRIORITY DRIVERS

#### • CONSUMER



VISIBILITY



PROMOTION

#### • CUSTOMER



FINANCIAL TERMS



SERVICE

# CHINESE KTV

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM		
OPTIONAL	MANDATORY	OPTIONAL	OPTIONAL	MANDATORY
 	 	 	 	 
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle	Bottle/Pint or Can or Draught

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL

 	 	 
Can	Bottle/Pint or Can	Can

# CHINESE KTV

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- |   |         |
|---|---------|
| <span style="background-color: #A52A2A; border: 1px solid black; padding: 2px 5px;"></span> | Attack  |
| <span style="background-color: #8B8B8B; border: 1px solid black; padding: 2px 5px;"></span> | Monitor |
| <span style="background-color: #2ECC71; border: 1px solid black; padding: 2px 5px;"></span> | Defend  |
| <span style="background-color: #F39C12; border: 1px solid black; padding: 2px 5px;"></span> | Grow    |

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot



A

D

M

G

- TENT CARD on each table



A

D

M

G

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

G



A

D

M

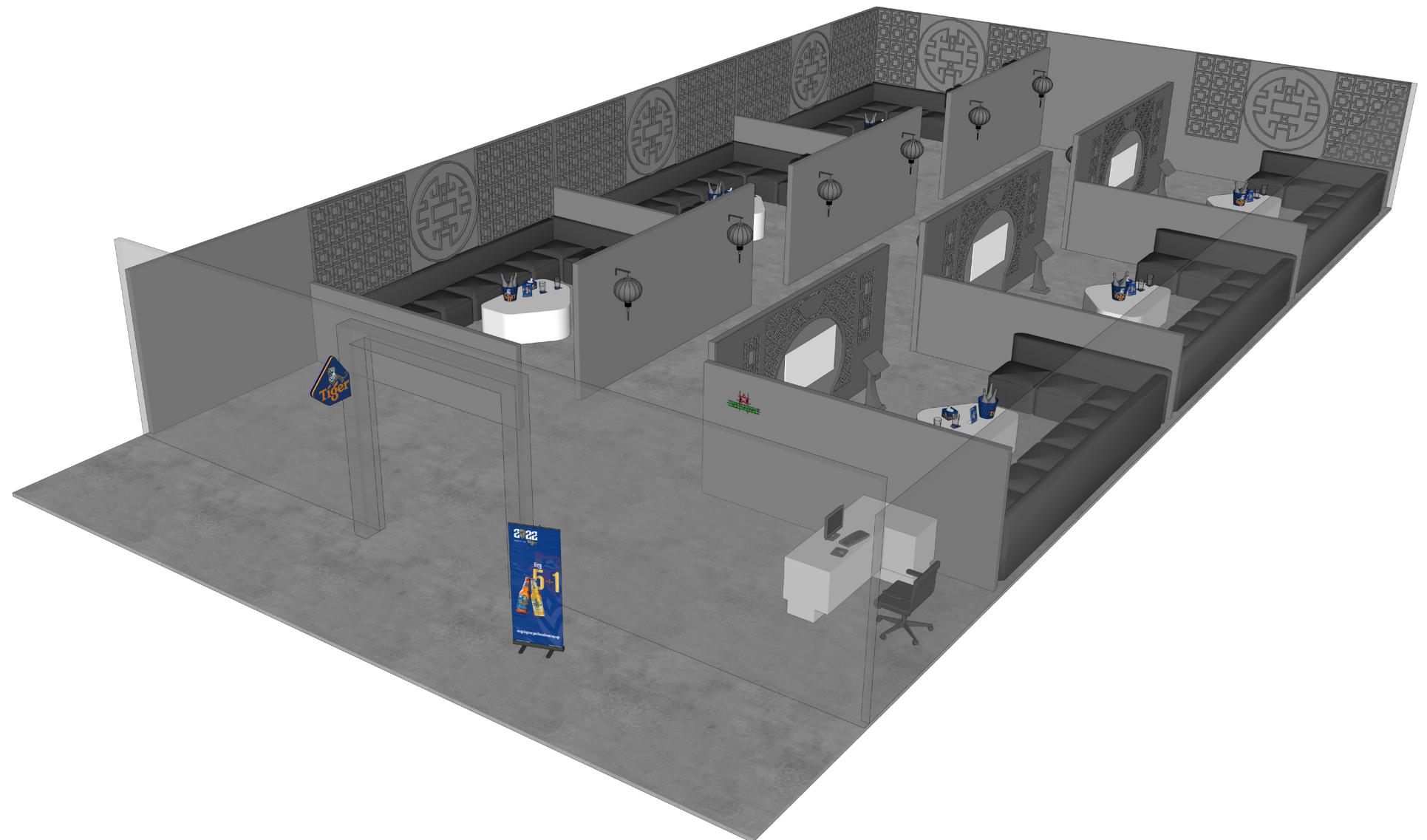
G

MODERN-ON-

# CHINESE KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

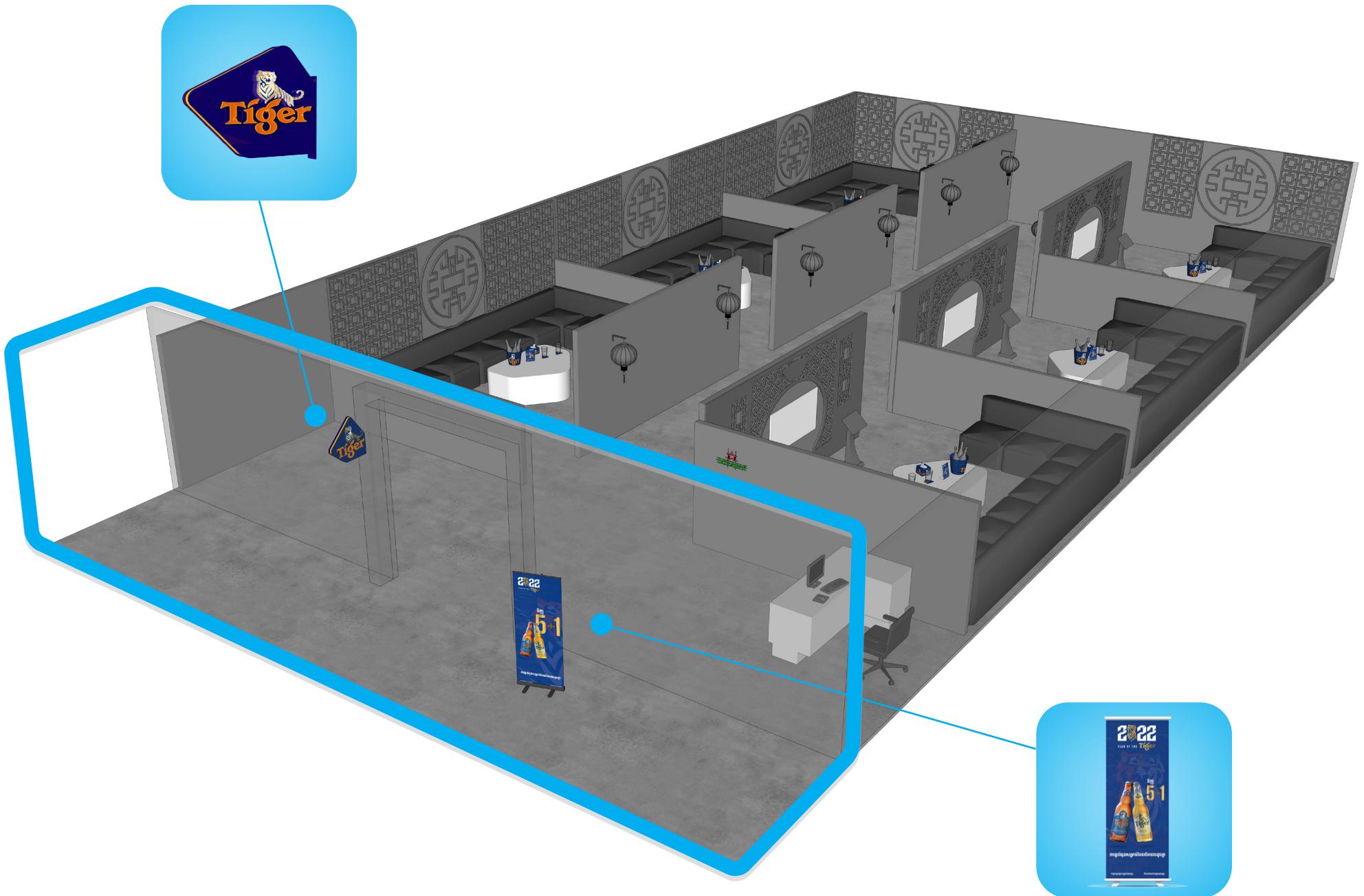


MODERN-ON-

# CHINESE KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

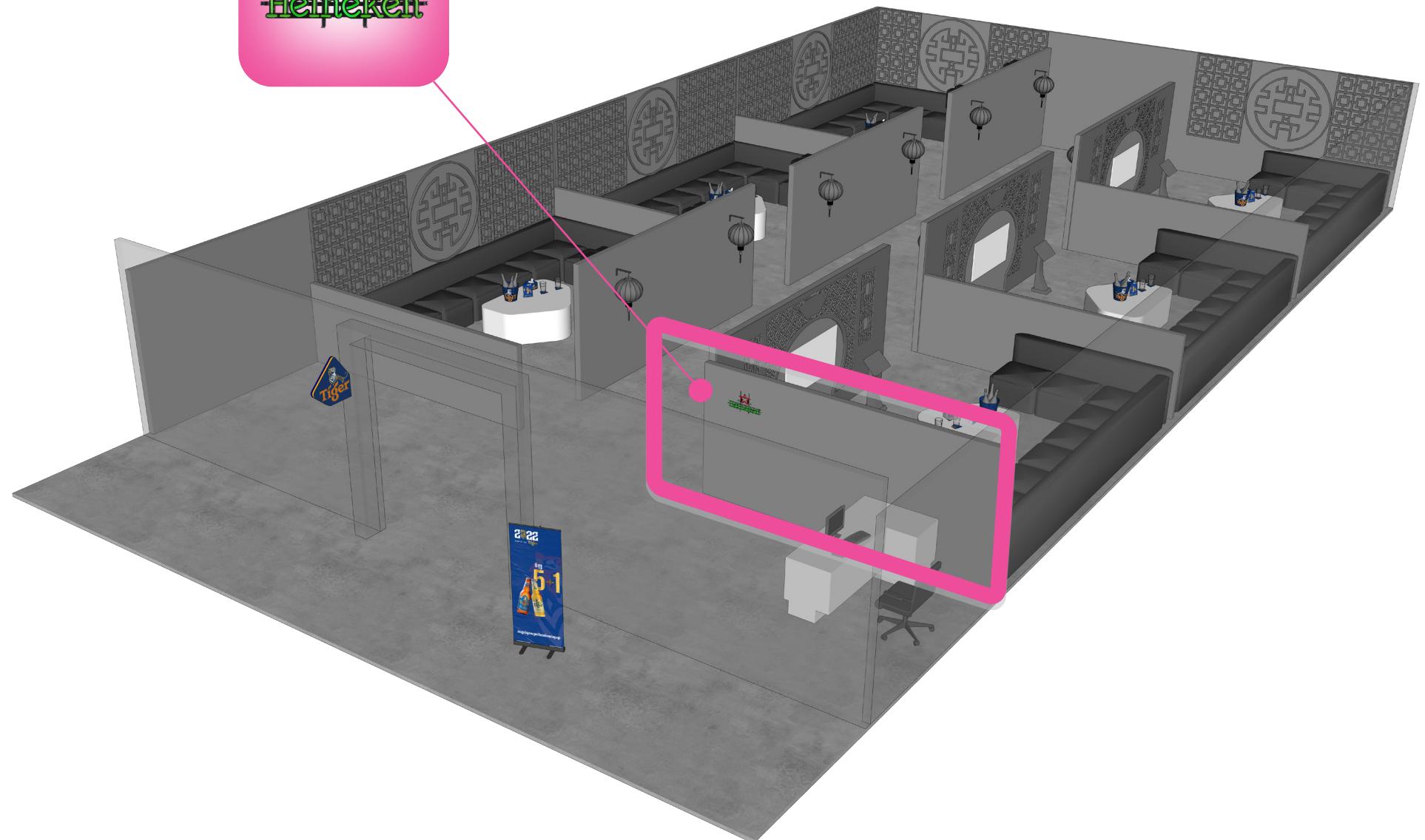


MODERN-ON-

# CHINESE KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

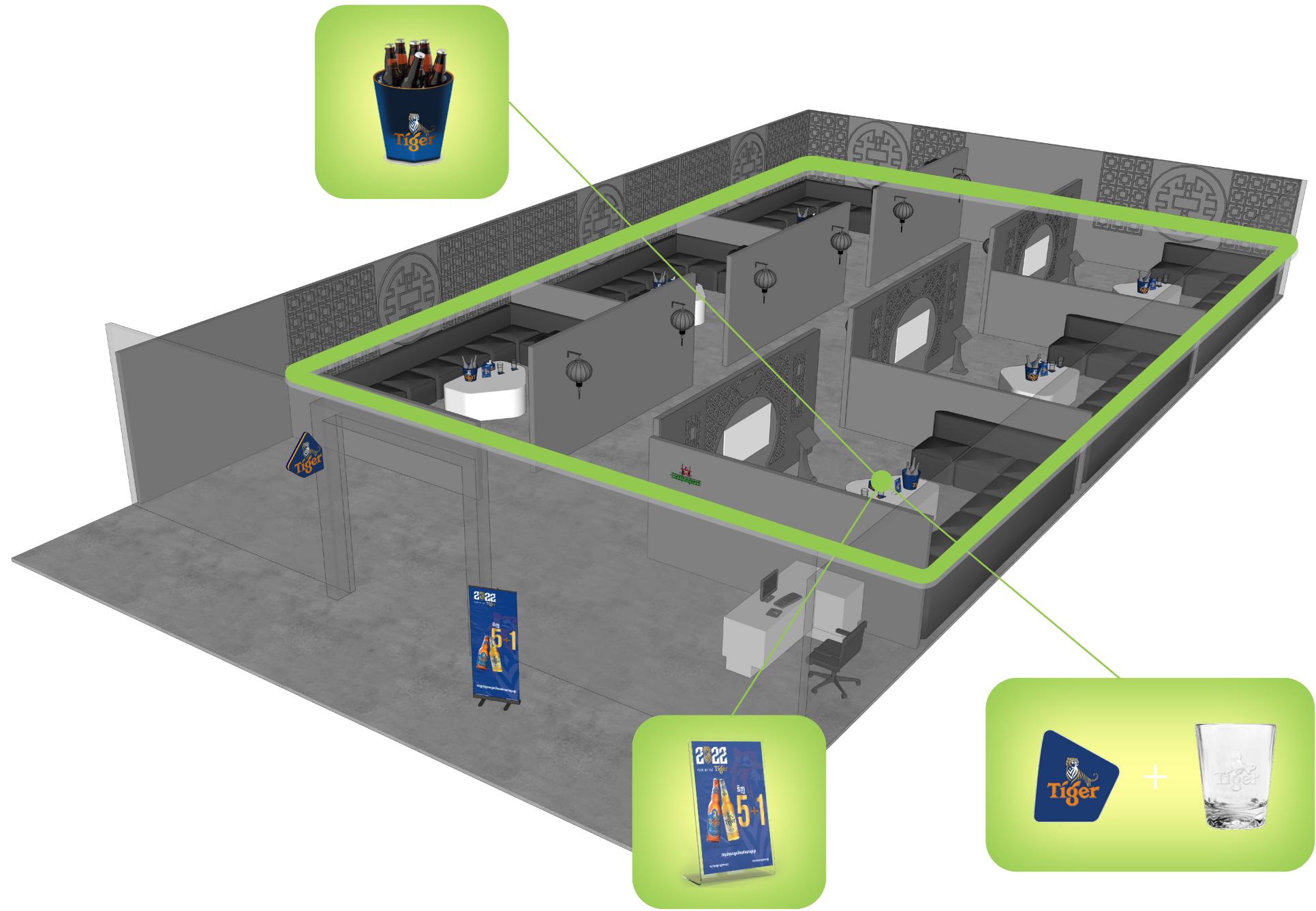


MODERN-ON-

# CHINESE KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# CHINESE RESTAURANT

## ► OVERVIEW

AREA  
Urban

PRIORITY  
SKU



GRADE  
All

★ LEAD  
BRAND



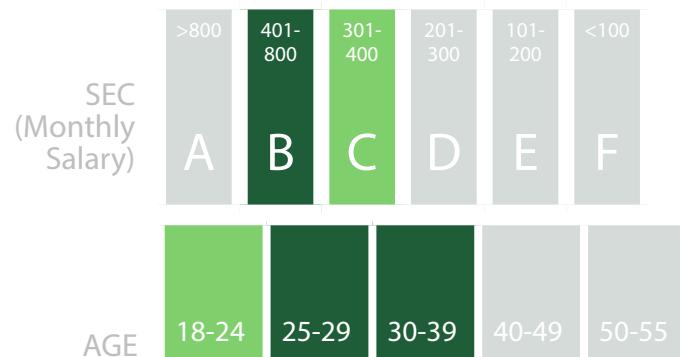
PRIORITY  
CHANNEL

No

SUPPORT  
BRAND



### TARGET AUDIENCE



### CHANNEL DEFINITION

- Located in area that have a lot of Chinese people
- The decoration of restaurant is premium such as architecture, furniture & staff uniform
- A can of Coke is more than 1.5\$
- Special menu of Chinese food

### CONSUMER PROFILE

#### • BEHAVIOR

Drink strong beer and prefer food that have strong taste

#### • GOING OUT FREQUENCY

1 times/week

#### • AVERAGE SPENDING TIME

2 – 3 hours

#### • SPENDING/PAX

20\$ or above



### PRIORITY DRIVERS

#### • CONSUMER



#### • CUSTOMER



# CHINESE RESTAURANT

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM	
OPTIONAL	MANDATORY	OPTIONAL	MANDATORY
 	 	 	 
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle/Pint or Can or Draught

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
 	 	 
Can	Bottle/Pint or Can	Can

# CHINESE RESTAURANT

## ► VISIBILITY

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

1	<ul style="list-style-type: none"> <li>OUTDOOR LIGHTBOX of Lead Brand at Entrance</li> </ul>  <p>(Lightbox is <b>Optional</b> if the outlet have Shop or Street signage)</p>	A D	<ul style="list-style-type: none"> <li>INDOOR LIGHTBOX of Support Brand at Impact Hot Spot</li> </ul> 	A D
2	<ul style="list-style-type: none"> <li>STANDEE at Entrance</li> </ul> 	A D M G	<ul style="list-style-type: none"> <li>GLASSES, COASTERS, &amp; BUCKETS for available brands</li> </ul> 	A D M G
3	<ul style="list-style-type: none"> <li>SHOP OR STREET SIGNAGE</li> </ul> 	A D		

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

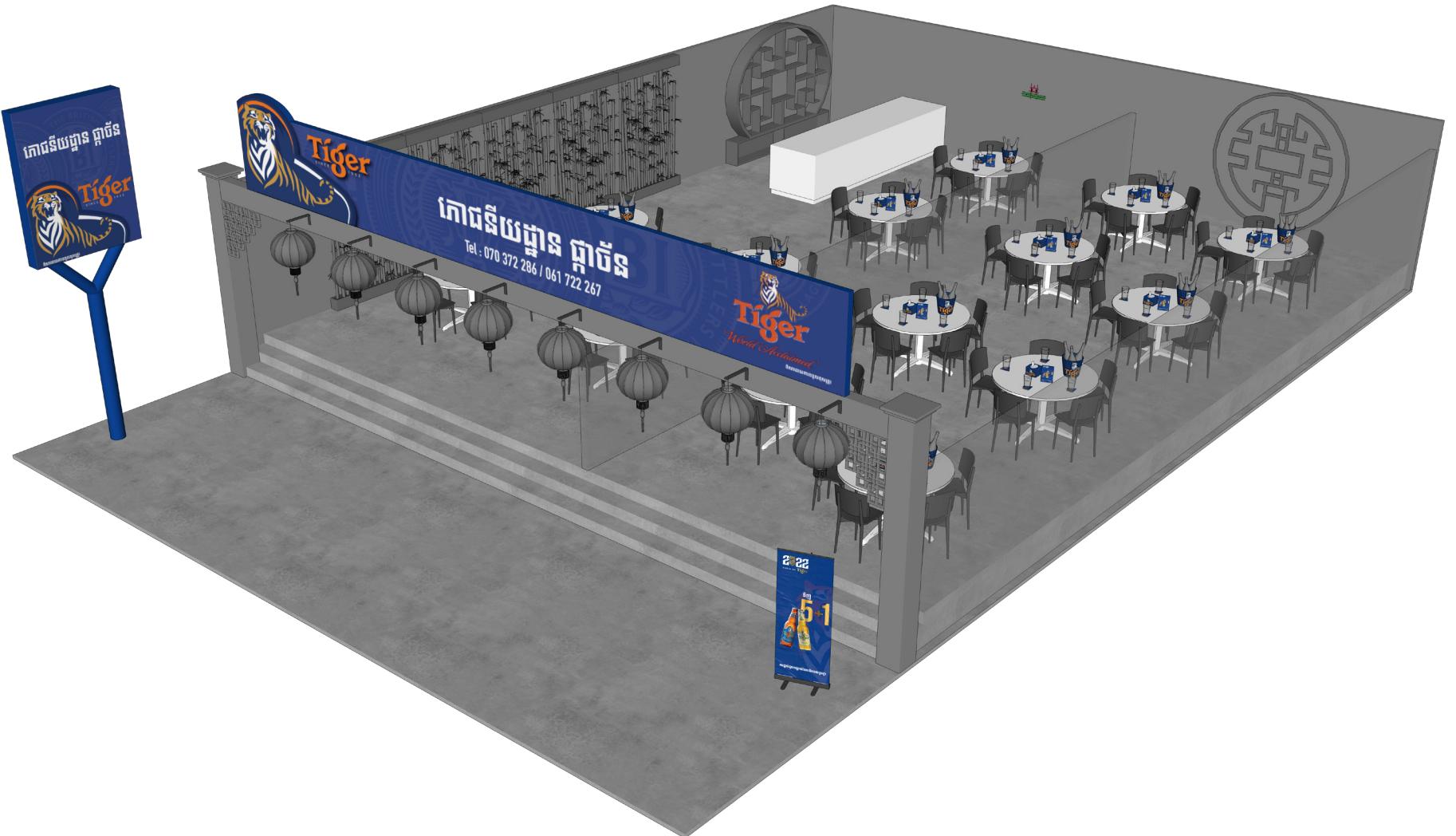
- |   |         |
|---|---------|
| A | Attack  |
| M | Monitor |
| D | Defend  |
| G | Grow    |

MODERN-ON-

# CHINESE RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

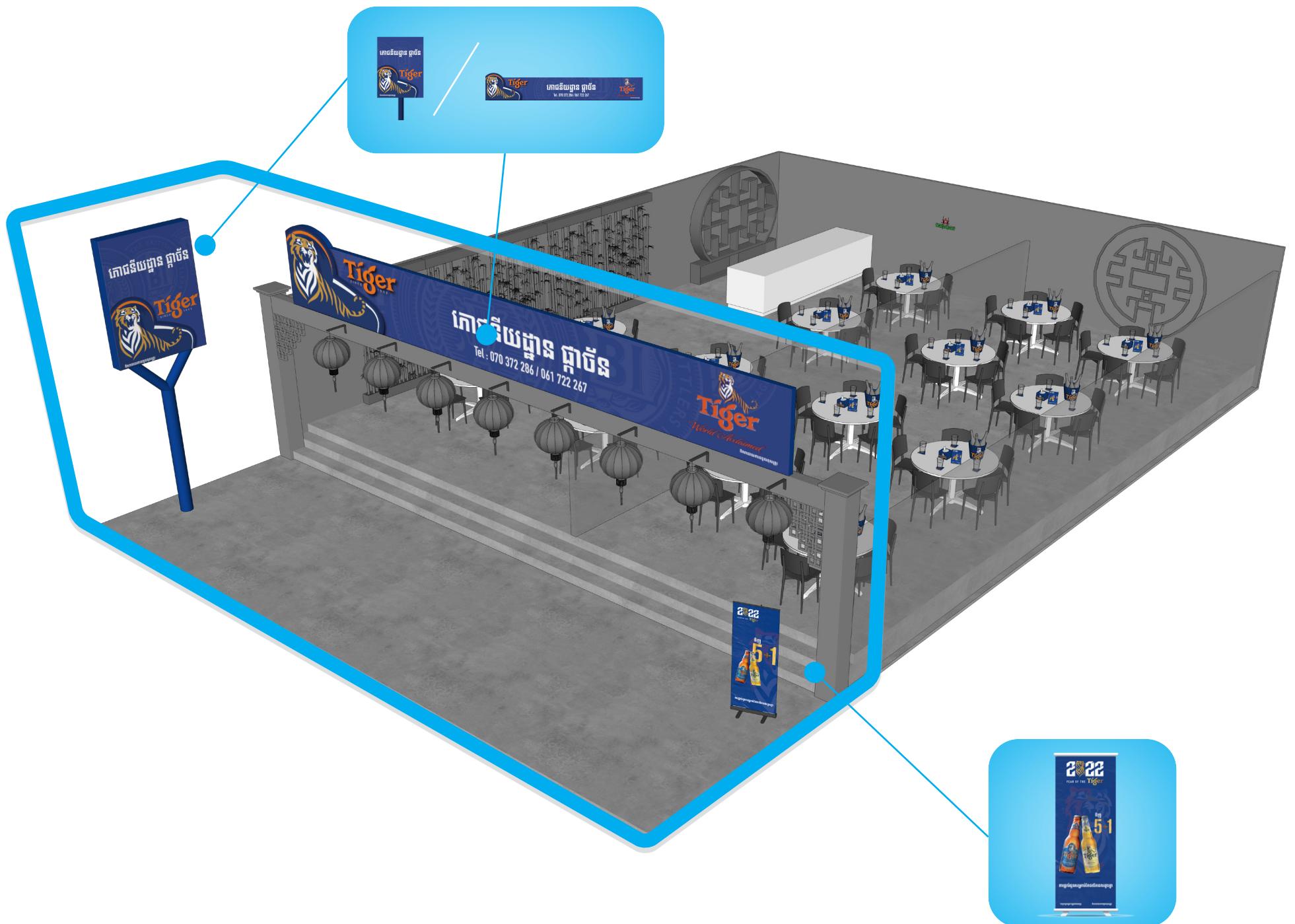


MODERN-ON-

# CHINESE RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

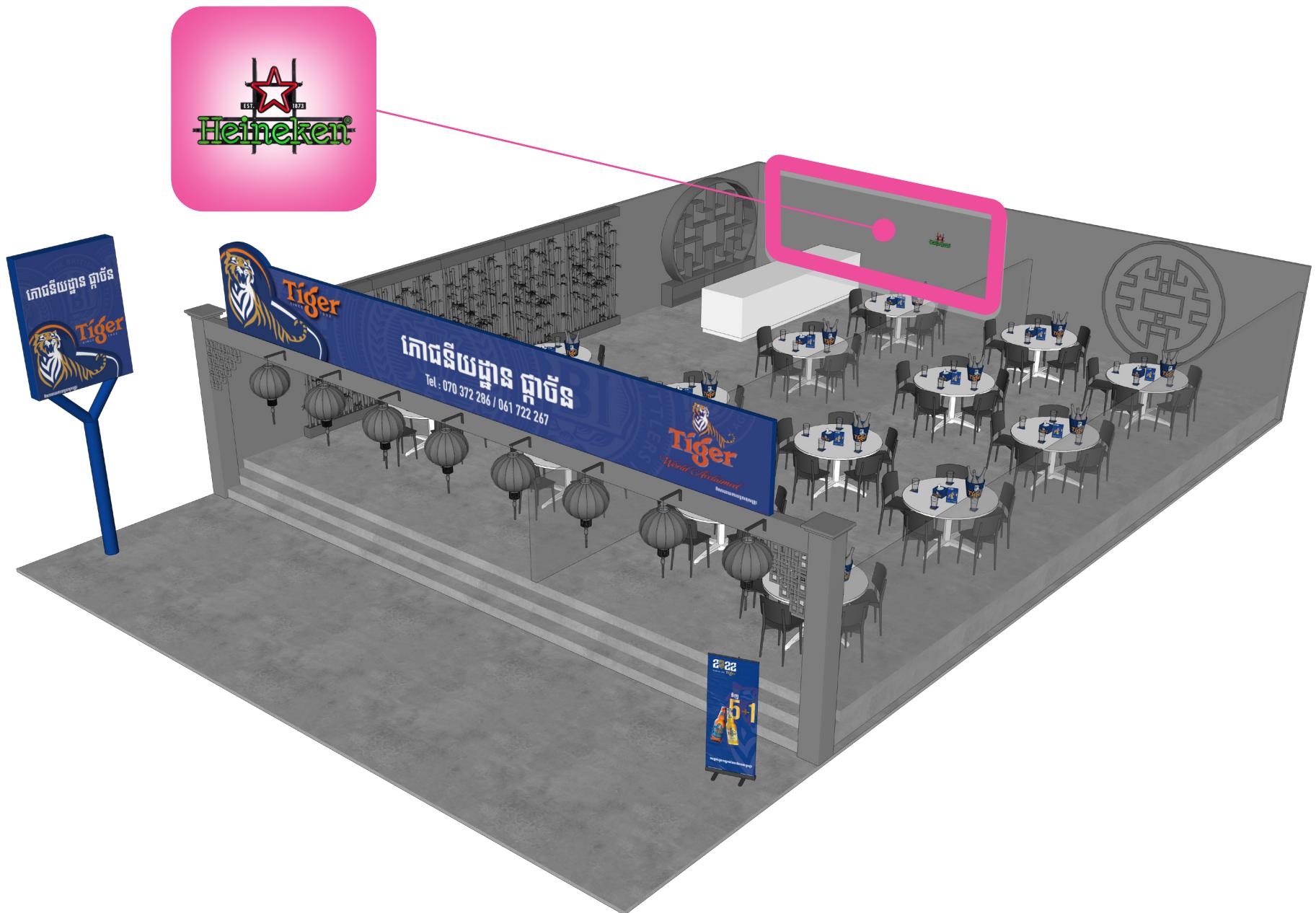


MODERN-ON-

# CHINESE RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

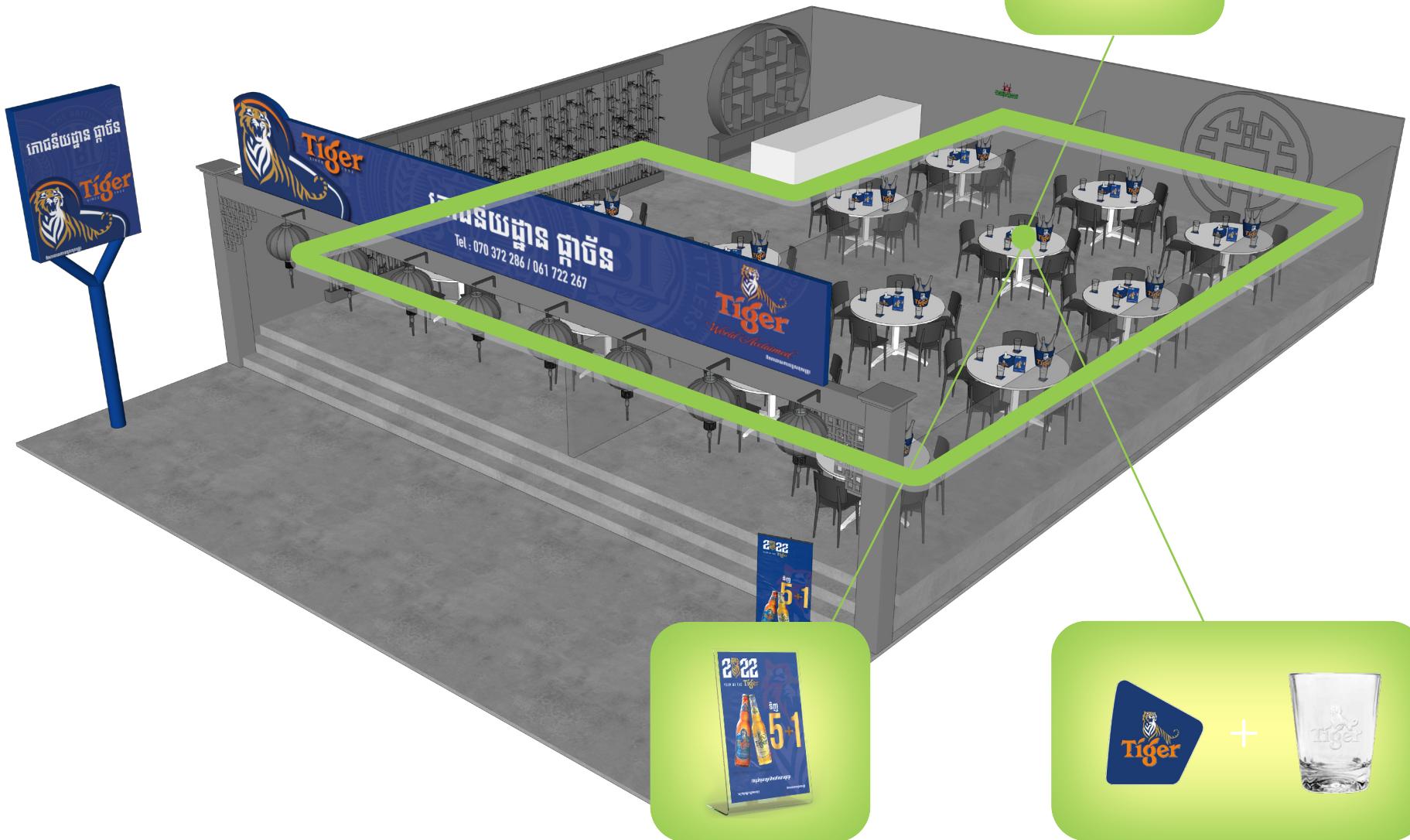


MODERN-ON-

# CHINESE RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



## CLUB

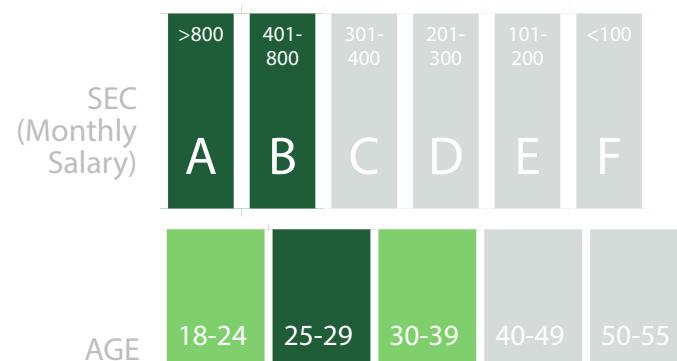
## ► OVERVIEW

AREA  
UrbanPRIORITY  
SKUGRADE  
All★ LEAD  
BRANDSUPPORT  
BRANDCHANNEL  
DEFINITION

- Nice exterior & Interior decoration
- Having DJ and DJ console
- A can of Coke is sold more than 1.5\$
- Wide car parking space
- Range of Spirit available
- 1 bottle of beer costs 3\$
- Open from 10 PM – 3 AM

CONSUMER  
PROFILE

- **BEHAVIOR**  
Continue from first or second round
- **GOING OUT FREQUENCY**  
1 – 2 times/week
- **AVERAGE SPENDING TIME**  
2 – 3 hours
- **SPENDING/PAX**  
20\$ above

TARGET  
AUDIENCEPRIORITY  
DRIVERS

- CONSUMER



AVAILABILITY



VISIBILITY

- CUSTOMER

FINANCIAL  
TERMS

SERVICE

## CLUB

## ► AVAILABILITY

PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM		
OPTIONAL	MANDATORY	MANDATORY	OPTIONAL	MANDATORY
				
  	  	 		  
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle	Bottle/Pint or Can or Draught

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
		

	 	
Can	Bottle/Pint or Can	Can

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

A



A

2

- STANDEE at Entrance



D

A

D

M

G

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



A

D

M

G

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

G

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

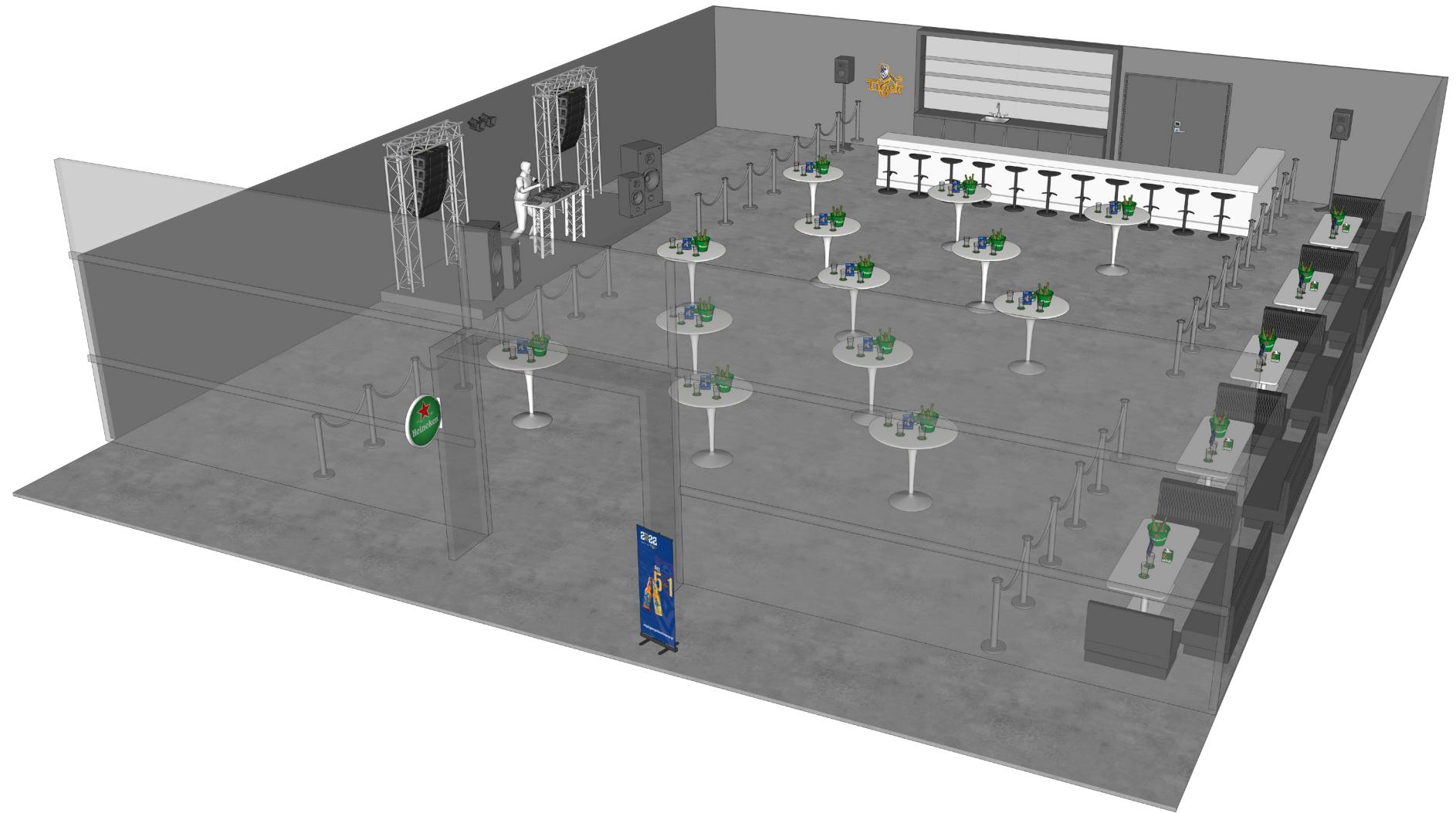
- |   |         |
|---|---------|
| A | Attack  |
| M | Monitor |
| D | Defend  |
| G | Grow    |

MODERN-ON-

# CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

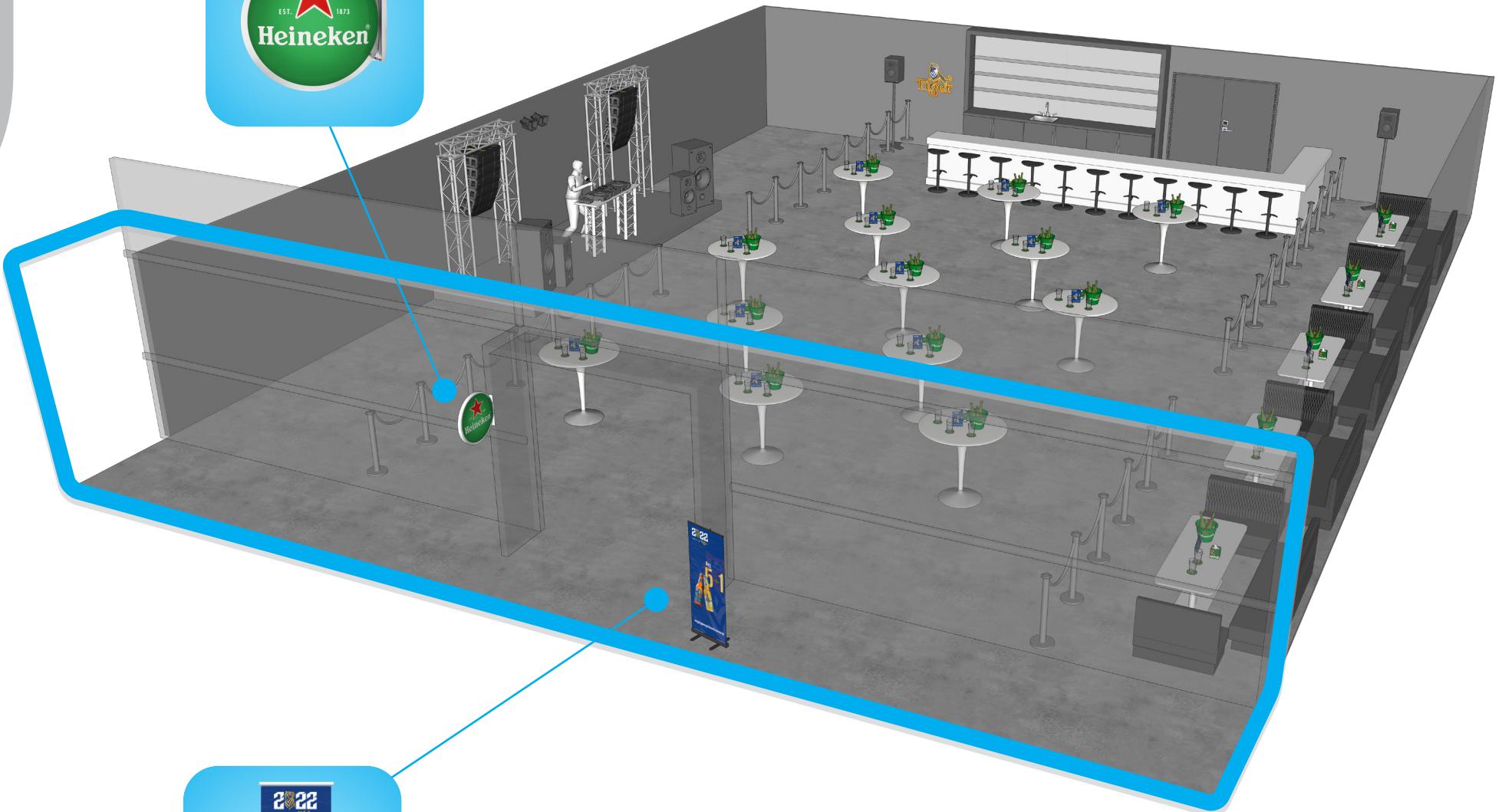


MODERN-ON-

CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

CLUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# HOTEL 3-5 STAR

## ► OVERVIEW

AREA  
Urban



GRADE  
All



★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

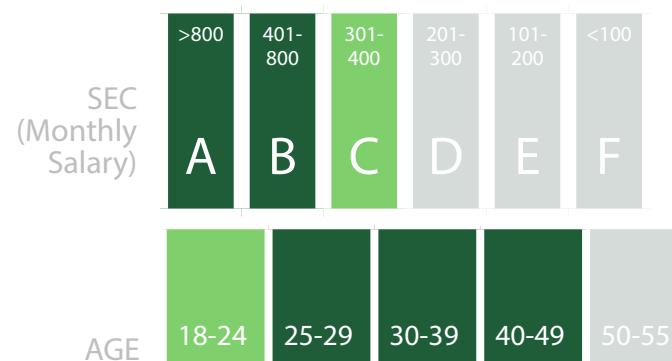
- For accommodation with great facilities.
- Average price start at 30\$
- Mini bar in room and banquet service
- Sky bar, lounge, café might be available
- Modern, boutique hotels can be classified here

### CONSUMER PROFILE

- WHO**  
Tourist & Worker from another place
- BEHAVIOR**  
Mostly drinking beer in the room
- AVERAGE SPENDING TIME**  
Over night
- SPENDING/PAX**  
50\$ or above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- CONSUMER**



- CUSTOMER**



# HOTEL

## 3-5 STAR

### ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint



MAINSTREAM		PREMIUM				
OPTIONAL	MANDATORY	OPTIONAL	OPTIONAL	MANDATORY		
 <b>ANCHOR</b> 	 <b>Tiger</b> 	 <b>ABC EXTRA STOUT</b> 	 <b>ABC RESERVE</b> 	 <b>Heineken®</b> 		
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle	Bottle/Pint or Can or Draught		
SESSIONABLE		ECONOMY				
OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL
 <b>ANCHOR WHITE</b> 	 <b>Tiger CRYSTAL</b> 	 <b>GOLD CROWN BEER</b> 				
Can	Bottle/Pint or Can	Can				

# HOTEL 3-5 STAR

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- |   |         |
|---|---------|
| A | Attack  |
| M | Monitor |
| D | Defend  |
| G | Grow    |

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

3

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



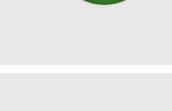
A

D

M

G

- GLASSES, COASTERS, & BUCKETS for available brands



A

D

M

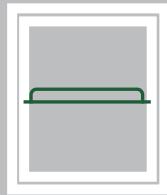
G

- FRIDGE
- Visible directly behind the purchase zone.  
Good working condition.  
Planogram executed.  
No expired stock.

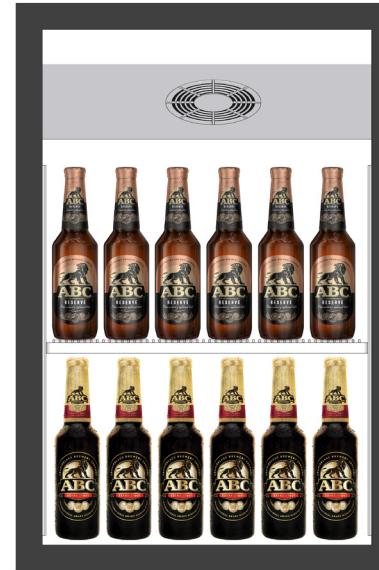


# HOTEL 3-5 STAR

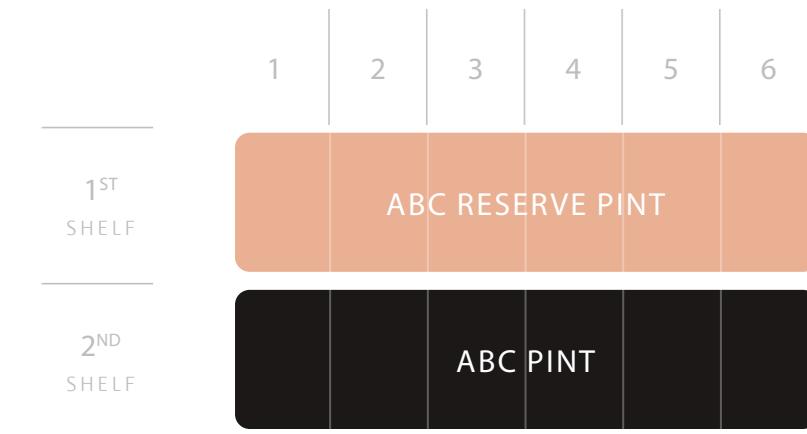
## ► PLANOGRAM MOCKUP



SMALL  
FRIDGE



## INTERFACE

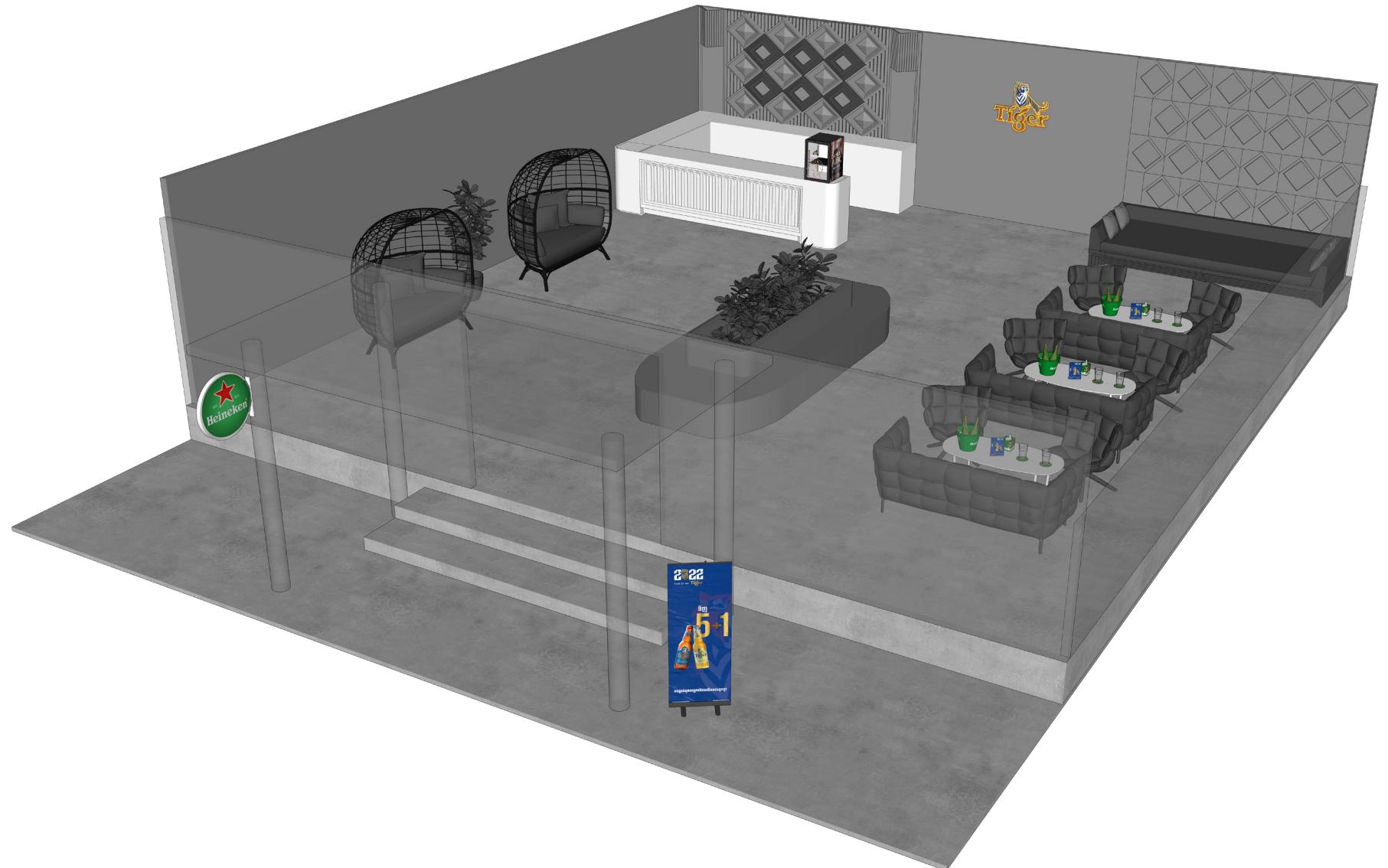


MODERN-ON-

# HOTEL 3-5 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

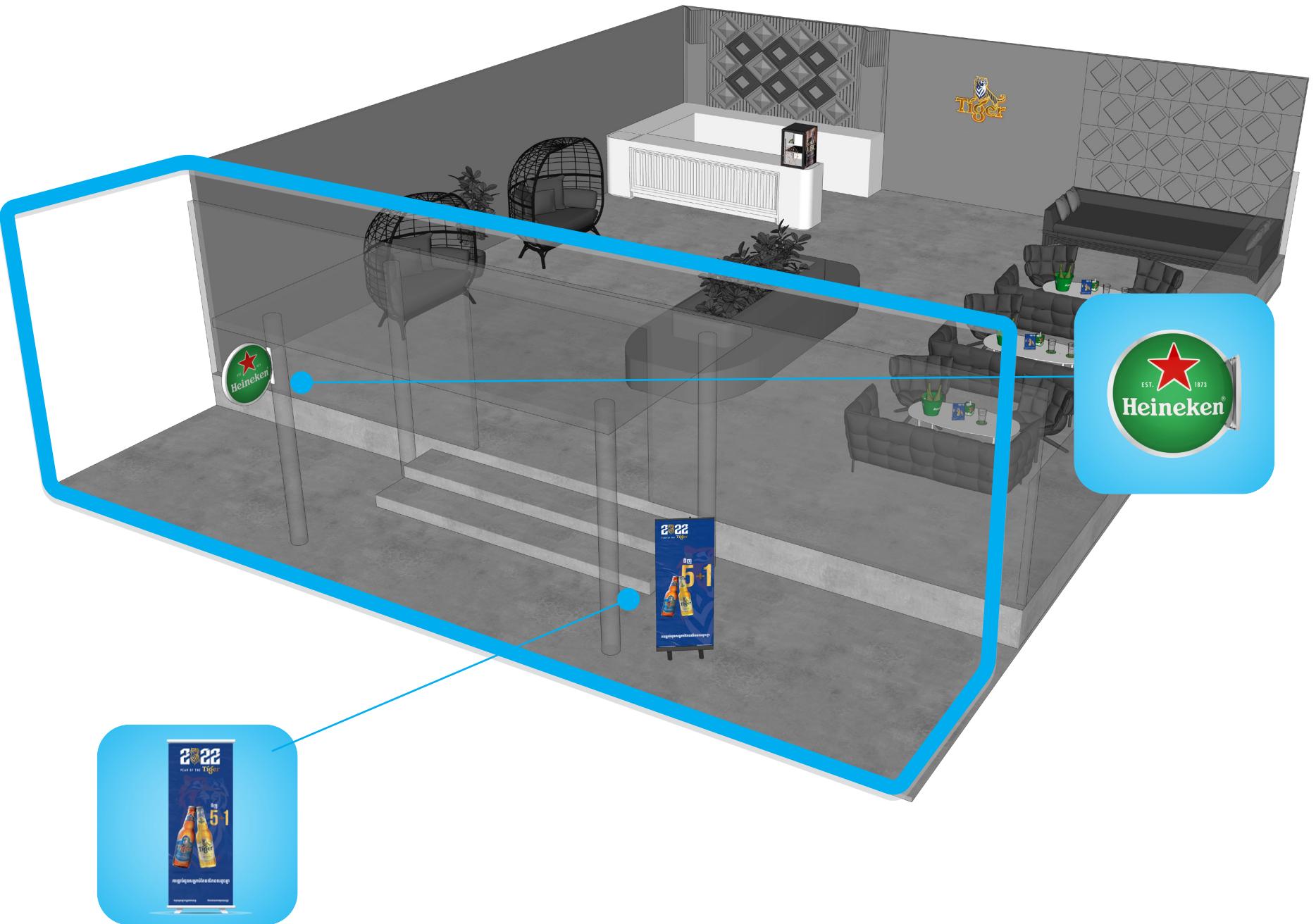


MODERN-ON-

# HOTEL 3-5 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

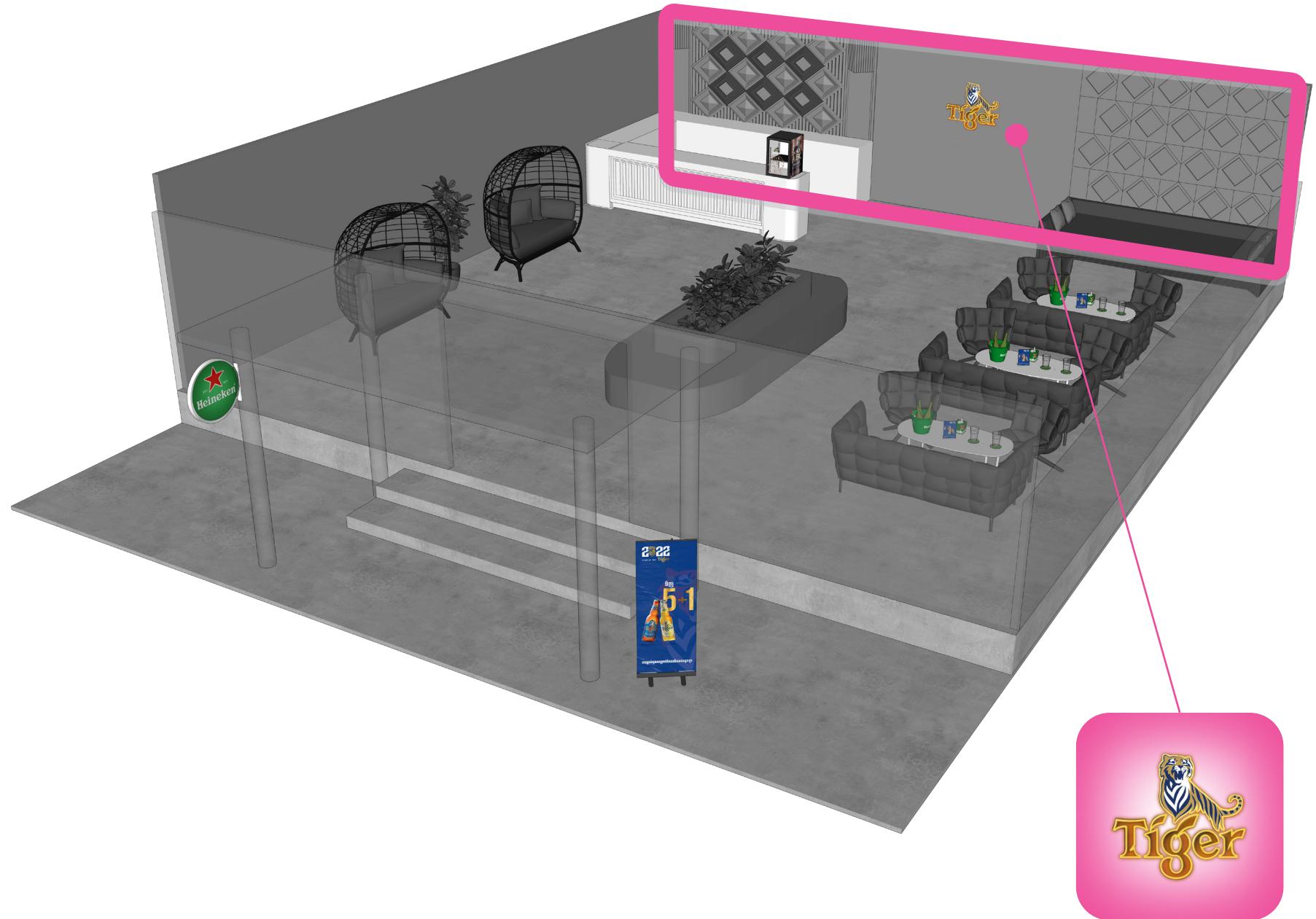


MODERN-ON-

# HOTEL 3-5 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

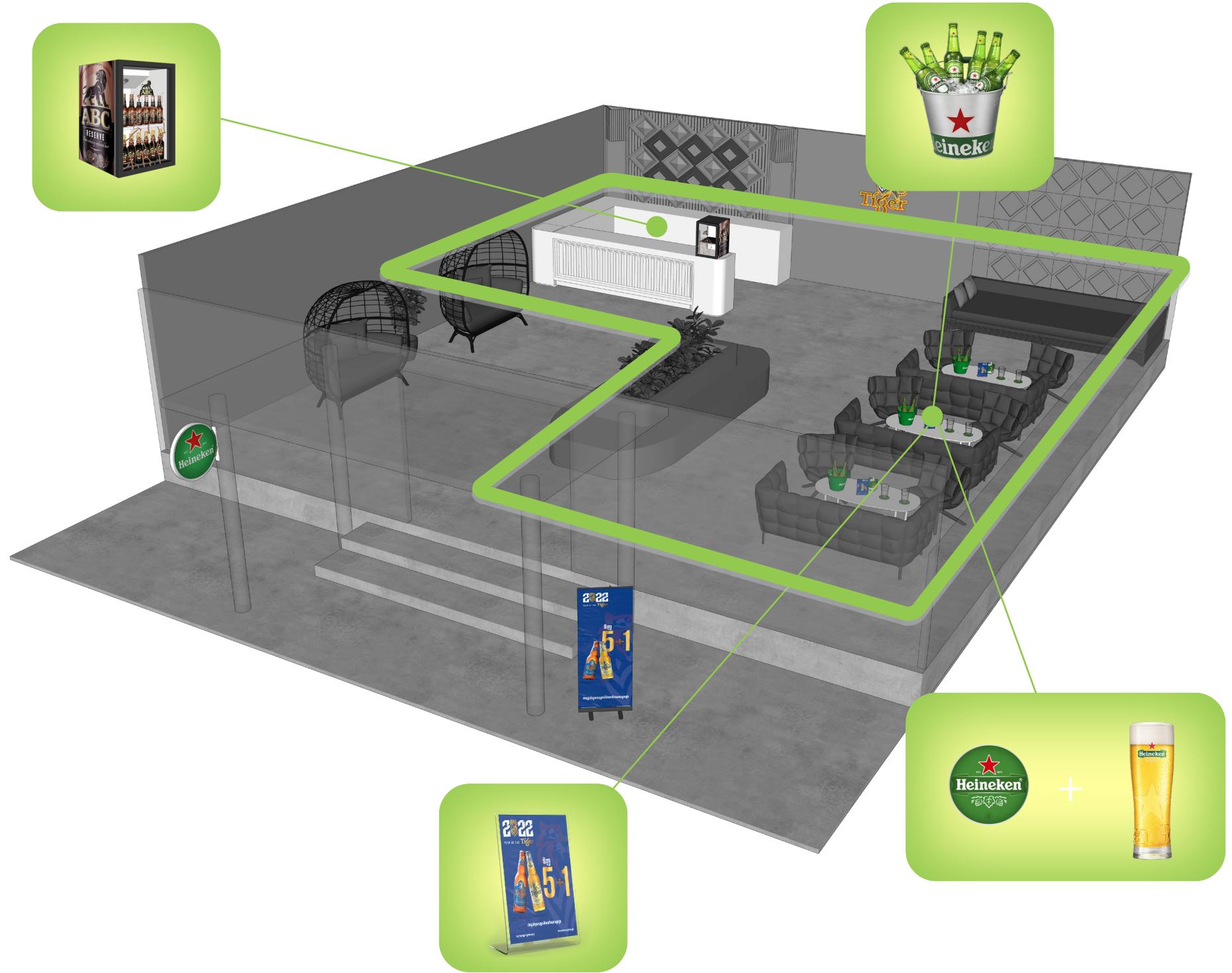


MODERN-ON-

# HOTEL 3-5 STAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# PREMIUM BAR

## ► OVERVIEW

AREA  
Urban



GRADE  
All



★ LEAD  
BRAND



SUPPORT  
BRAND



### CHANNEL DEFINITION

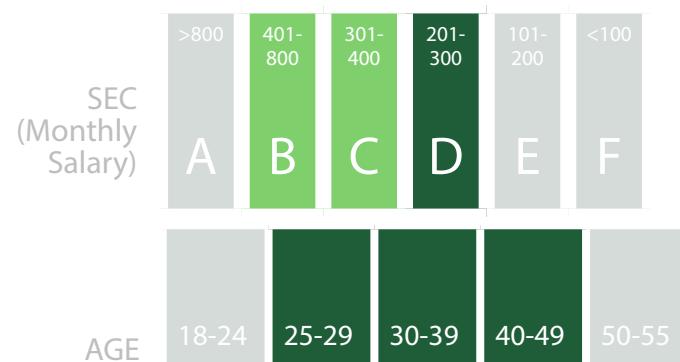
- Mainly for drinks
- Open at night time only (6PM – 1AM)
- Has bar counter & stools
- Serve beer in bottle, draft, or beer tower
- Limited food selection (3 – 4 pages)
- Cocktail & Wine are available

### CONSUMER PROFILE

- **BEHAVIOR**  
Have beer brand in mind
- **GOING OUT FREQUENCY**  
1 – 2 times/week
- **AVERAGE SPENDING TIME**  
Over 2 hours
- **SPENDING/PAX**  
15\$ or above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- **CONSUMER**



AVAILABILITY



VISIBILITY

- **CUSTOMER**



FINANCIAL TERMS



SERVICE

# PREMIUM BAR

## ► AVAILABILITY

PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM		
OPTIONAL	OPTIONAL	MANDATORY	OPTIONAL	MANDATORY
				
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle	Bottle/Pint or Can or Draught

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
		
Can	Bottle/Pint or Can	Can

MODERN-ON-

# PREMIUM BAR

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- A Attack
- M Monitor
- D Defend
- G Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

3



## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table



A

D

M

G



A

D

M

G



### • DRAUGHT

Install Draught taps based on volume potential

#### VISIBILITY

Place draught tap at first point of impact on the bar.

Ensure tap is working.

Correct branded glassware (min. 12).

#### QUALITY

Draught machine service within past 2 weeks.

Check BBF dates on all Kegs.

Draught tap clean and spritzer working.

Glassware clean.

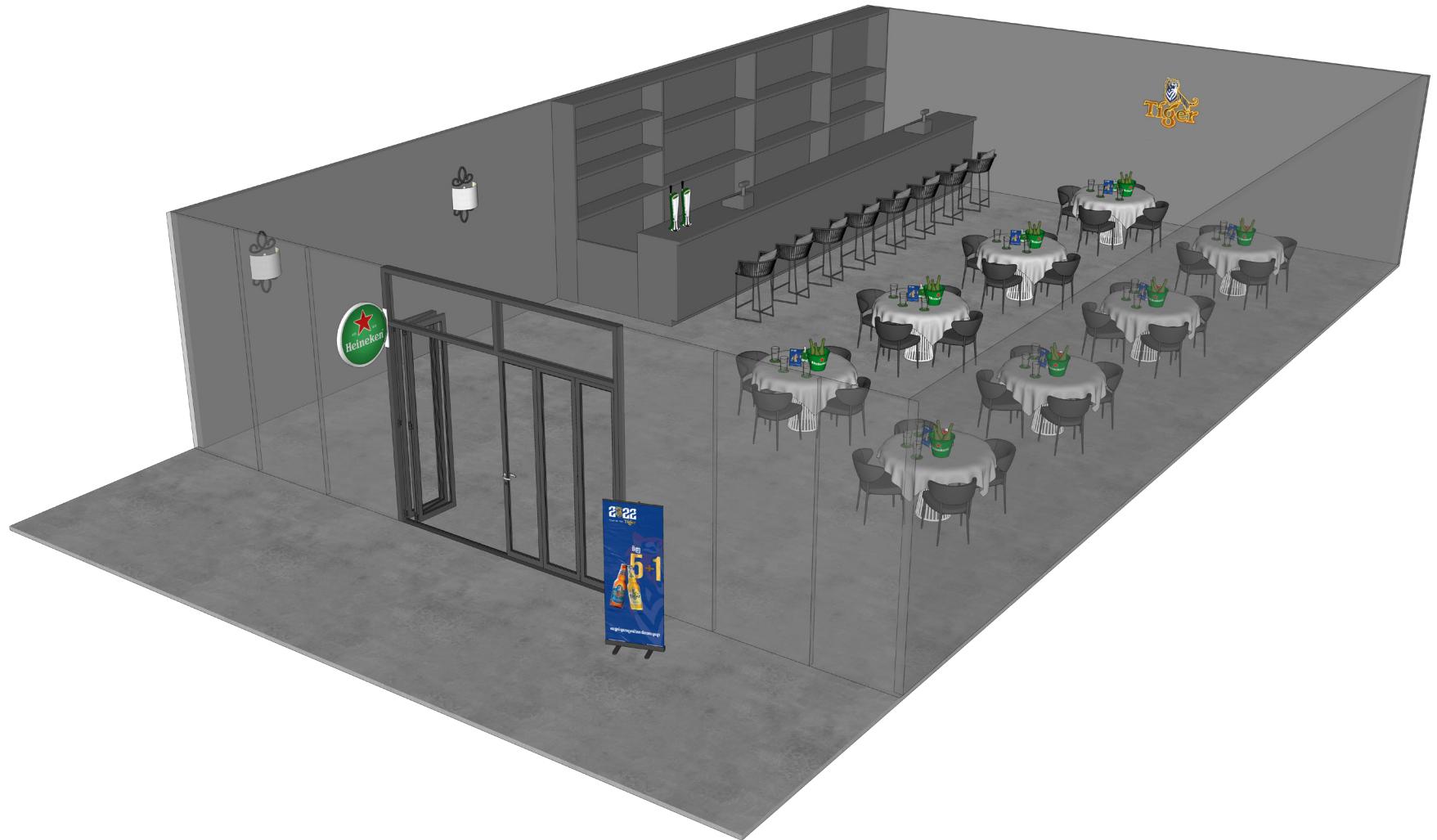


MODERN-ON-

# PREMIUM BAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

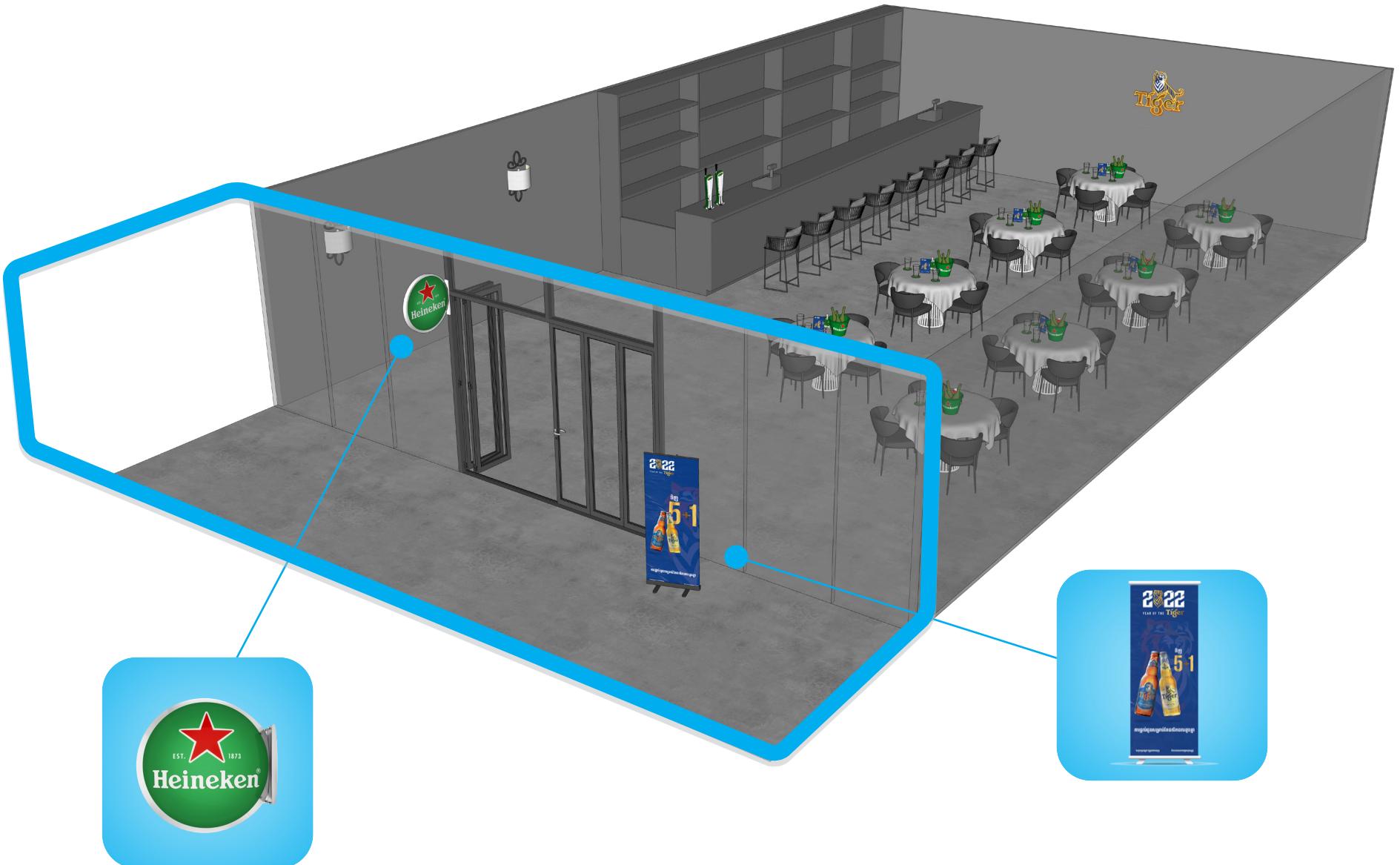


MODERN-ON-

# PREMIUM BAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

# PREMIUM BAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

# PREMIUM BAR

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# PREMIUM KTV

## ► OVERVIEW

AREA  
Urban



GRADE  
All



★ LEAD  
BRAND



PRIORITY  
CHANNEL  
No

SUPPORT  
BRAND



### CHANNEL DEFINITION

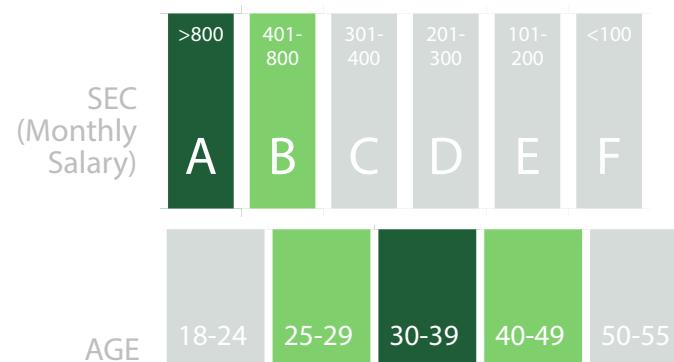
- Private room with KTV station
- Have more than 15 rooms
- Exterior & Interior decoration (gold, silver)
- Mainly for entertainment
- Lady companionship
- Premium beer is priced at least 80/ctn
- Lead SKU is ABC
- Located along the main street, boulevard or crowded area

### CONSUMER PROFILE

- WHO  
Businessmen, Officer & SEC A D
- BEHAVIOR  
Second round drinking, go in group
- GOING OUT FREQUENCY  
1 – 2 times/month
- AVERAGE SPENDING TIME  
2 – 3 hours
- SPENDING/PAX  
40\$ above



### TARGET AUDIENCE



### PRIORITY DRIVERS

- CUSTOMER



# PREMIUM KTV

## ► AVAILABILITY



PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM				
OPTIONAL	MANDATORY	MANDATORY	MANDATORY	MANDATORY	MANDATORY	
 <b>ANCHOR</b> 	 <b>Tiger</b> 	 <b>ABC EXTRA STOUT</b> 	 <b>ABC RESERVE</b> 	 <b>Heineken®</b> 		
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle	Bottle/Pint or Can or Draught		

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
 <b>ANCHOR WHITE</b> 	 <b>Tiger CRYSTAL</b> 	 <b>Gold Crown Beer</b> 
Can	Bottle/Pint or Can	Can

MODERN-ON-

# PREMIUM KTV

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- |   |         |
|---|---------|
| A | Attack  |
| M | Monitor |
| D | Defend  |
| G | Grow    |

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

1

- OUTDOOR LIGHTBOX of Lead Brand at Entrance



A

D

2

- STANDEE at Entrance



A

D

M

G

3

- ABC STREET SIGNAGE



## IMPACT ZONE

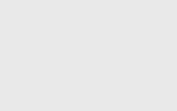
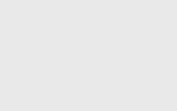
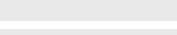
Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands



A

D

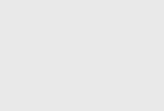
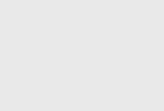
- INDOOR LIGHTBOX of Support Brand at Impact Hot Spot



## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

- TENT CARD on each table

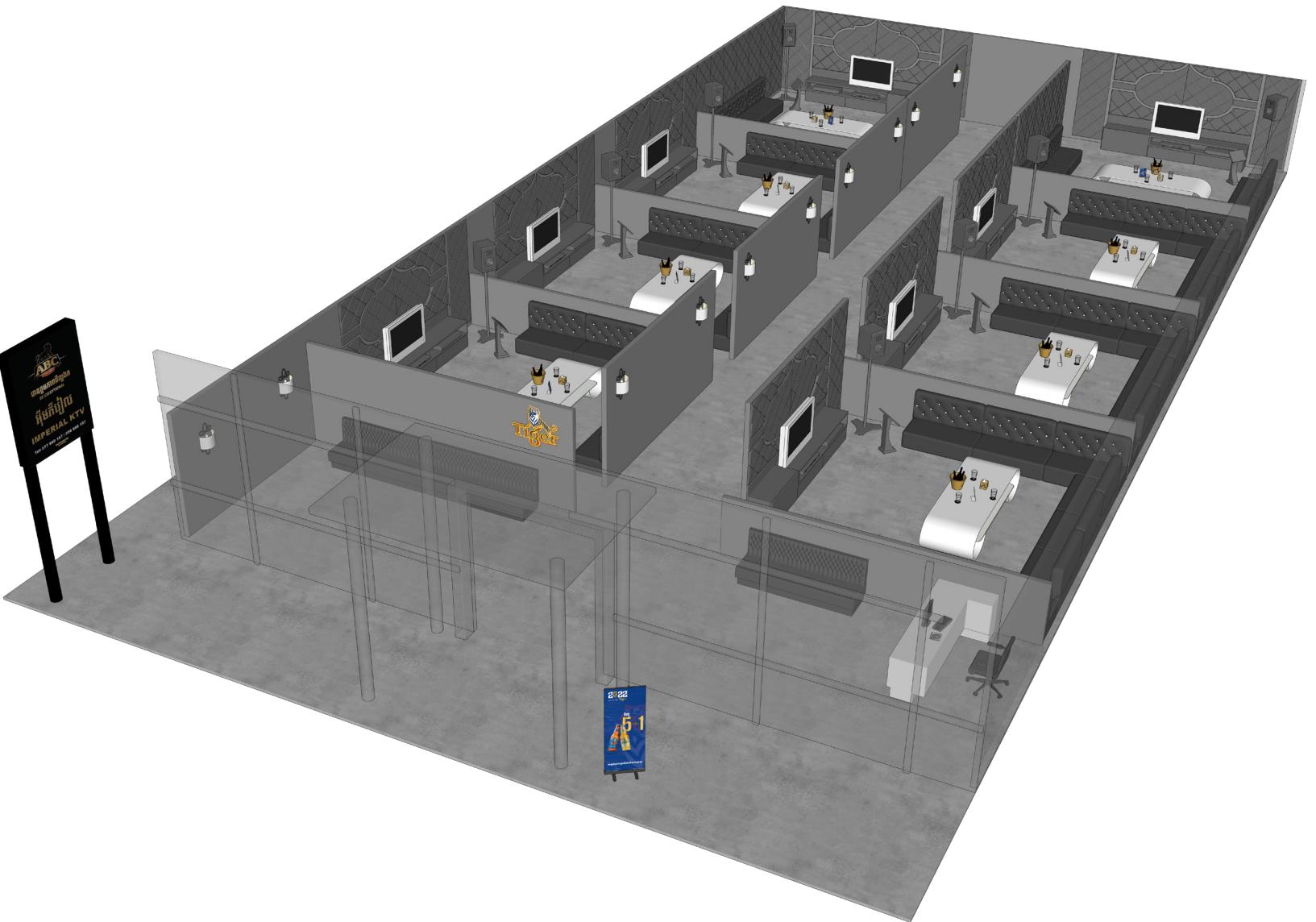


MODERN-ON-

# PREMIUM KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

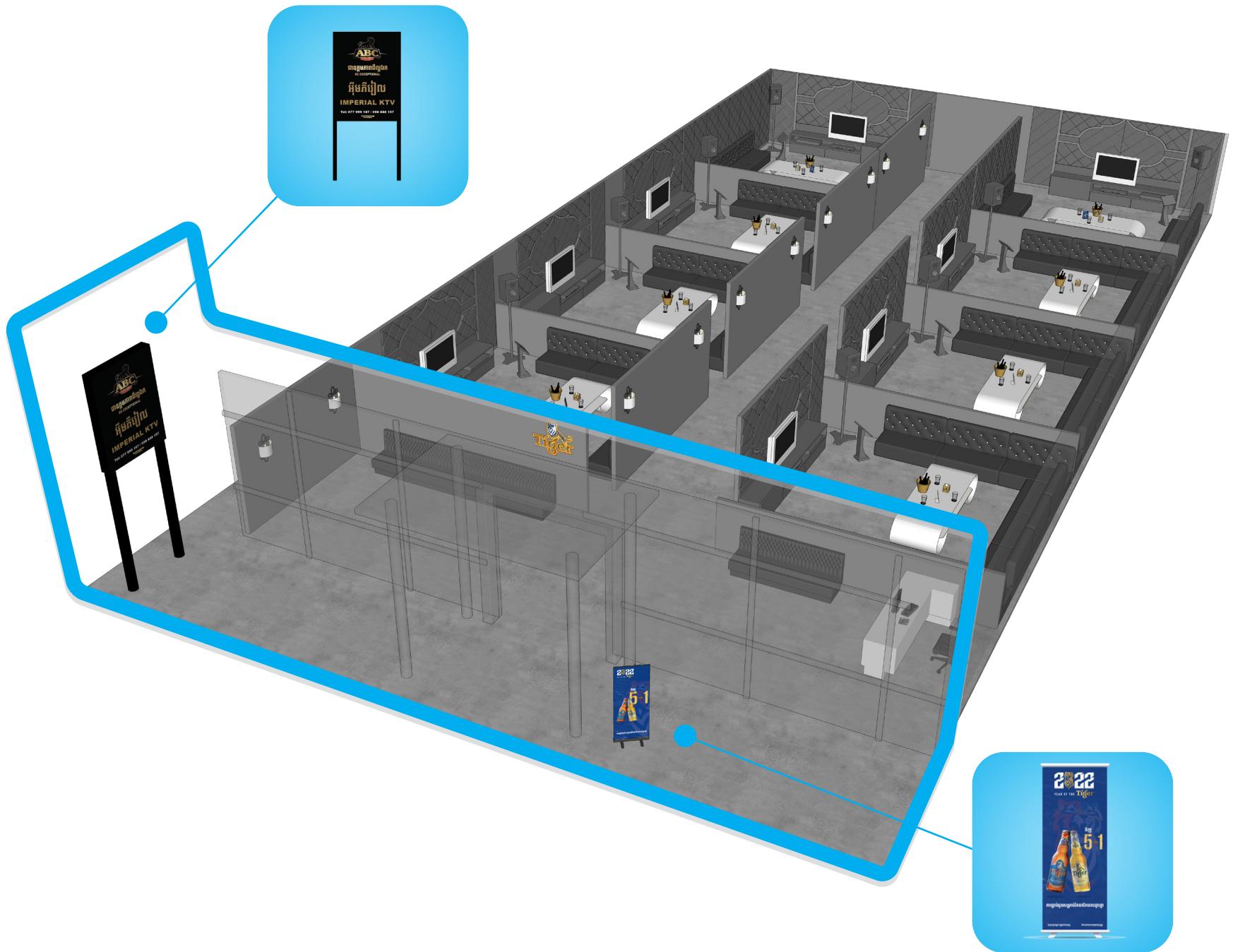


MODERN-ON-

# PREMIUM KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

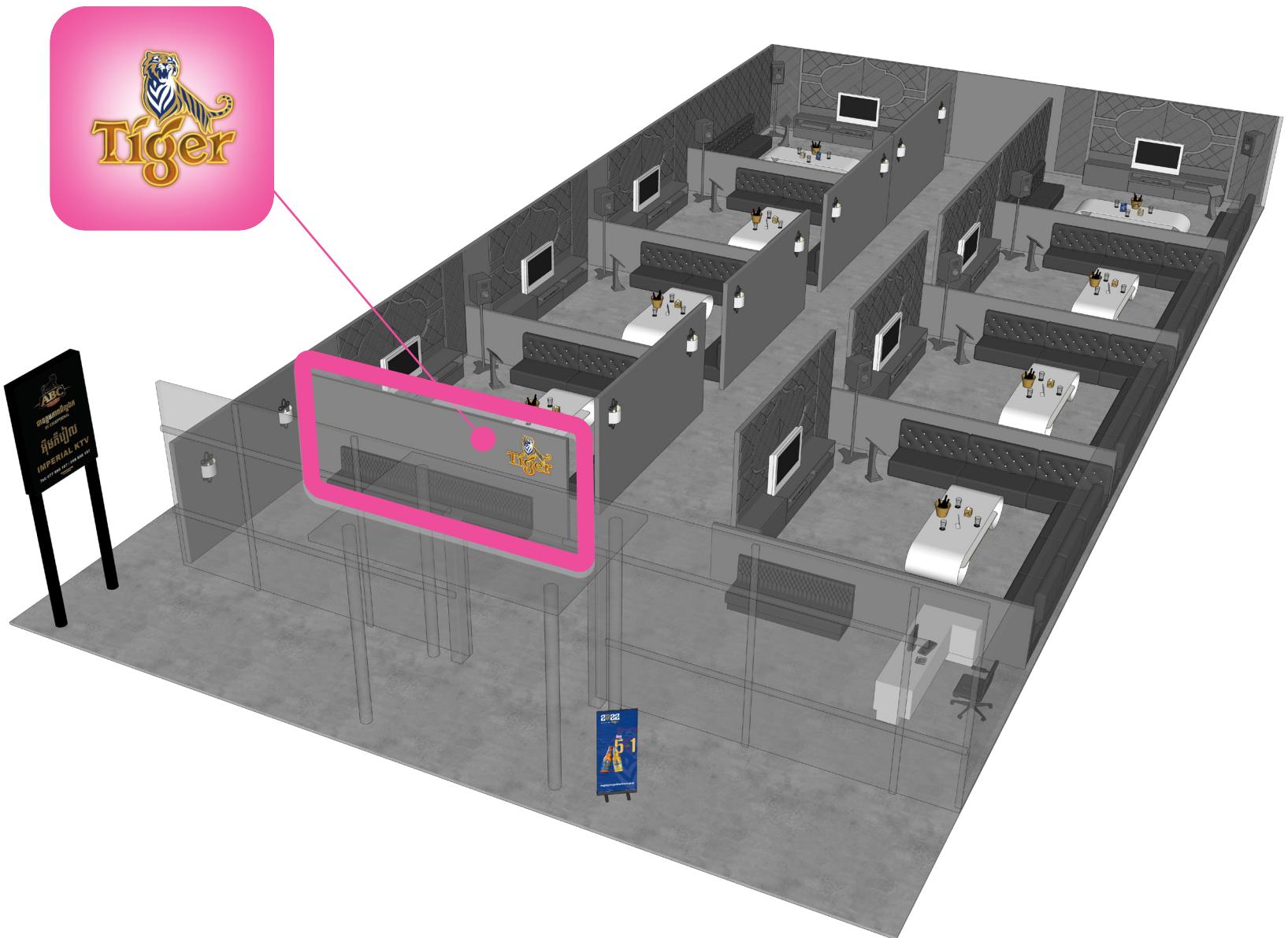


MODERN-ON-

# PREMIUM KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



MODERN-ON-

# PREMIUM KTV

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# PREMIUM RESTAURANT

## ► OVERVIEW

AREA  
Urban

PRIORITY  
SKU



GRADE  
All

★ LEAD  
BRAND



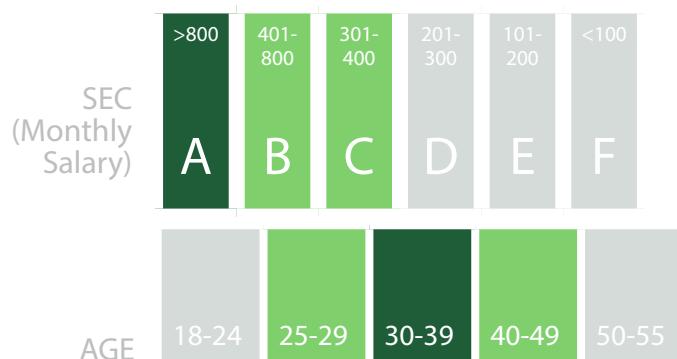
PRIORITY  
CHANNEL

Yes

SUPPORT  
BRAND



### TARGET AUDIENCE



### CONSUMER PROFILE

- WHO

Couple, Businessmen & Family (SEC A C)

- BEHAVIOR

Prefer wine over beer

- GOING OUT FREQUENCY

2 times/month

- AVERAGE SPENDING TIME

2 - 3 hours

- SPENDING/PAX

20\$ or above



### PRIORITY DRIVERS

- CONSUMER



- CUSTOMER



# PREMIUM RESTAURANT

## ► AVAILABILITY

PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM		
OPTIONAL	OPTIONAL	OPTIONAL	OPTIONAL	MANDATORY
				
  	  	 		  
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle	Bottle/Pint or Can or Draught

SESSIONABLE		ECONOMY
OPTIONAL	MANDATORY	OPTIONAL
		
	 	
Can	Bottle/Pint or Can	Can

MODERN-ON-

# PREMIUM RESTAURANT

## ► VISIBILITY

### / LEGEND

- MANDATORY
- PROMOTION MANDATORY
- OPTIONAL

### / OUTLET GRADE

- Attack
- Monitor
- Defend
- Grow

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

## IMPACT ZONE

Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

## PURCHASE ZONE

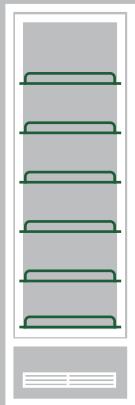
Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

1	<ul style="list-style-type: none"><li>• OUTDOOR LIGHTBOX of Lead Brand at Entrance <small>(Lightbox is <b>Optional</b> if the outlet have Shop or Street signage)</small></li></ul>	 <span style="color: red;">■</span> A <span style="color: green;">■</span> D	<ul style="list-style-type: none"><li>• INDOOR LIGHTBOX of Support Brand at Impact Hot Spot</li></ul>	 <span style="color: red;">■</span> A <span style="color: green;">■</span> D	<ul style="list-style-type: none"><li>• TENT CARD on each table</li></ul>	 <span style="color: red;">■</span> A <span style="color: grey;">■</span> D <span style="color: green;">■</span> M <span style="color: orange;">■</span> G
2	<ul style="list-style-type: none"><li>• STANDEE at Entrance</li></ul>	 <span style="color: red;">■</span> A <span style="color: green;">■</span> D <span style="color: grey;">■</span> M <span style="color: orange;">■</span> G			<ul style="list-style-type: none"><li>• GLASSES, COASTERS, &amp; BUCKETS for available brands</li></ul>	 <span style="color: red;">■</span> A <span style="color: grey;">■</span> D <span style="color: green;">■</span> M <span style="color: orange;">■</span> G
3					<ul style="list-style-type: none"><li>• FRIDGE</li></ul> <p>Visible directly behind the purchase zone Good working condition. Planogram executed. No expired stock.</p>	 <span style="color: red;">■</span> A <span style="color: grey;">■</span> D <span style="color: green;">■</span> M <span style="color: orange;">■</span> G
4					<ul style="list-style-type: none"><li>• DRAUGHT</li></ul> <p>Install Draught taps based on volume potential <b>VISIBILITY</b> Place draught tap at first point of impact on the bar. Ensure tap is working. Correct branded glassware (min. 12). <b>QUALITY</b> Draught machine service within past 2 weeks. Check BBF dates on all Kegs. Draught tap clean and spritzer working. Glassware clean.</p>	 <span style="color: red;">■</span> A <span style="color: grey;">■</span> D <span style="color: green;">■</span> M <span style="color: orange;">■</span> G

MODERN-ON-

# PREMIUM RESTAURANT

## ► PLANOGRAM MOCKUP



BIG  
FRIDGE

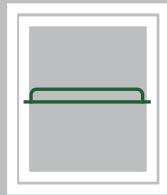


## INTERFACE

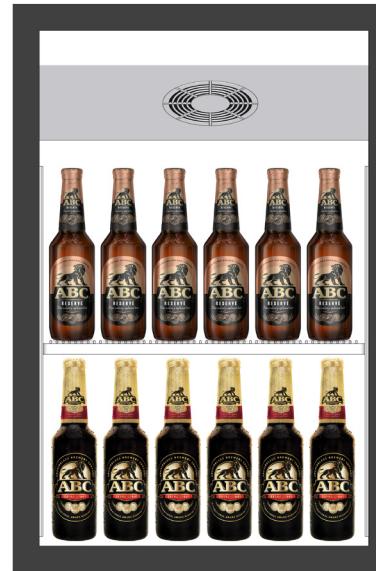
1	2	3	4	5	6	7	8
1 <sup>ST</sup> SHELF	ABC RESERVE PINT						
2 <sup>ND</sup> SHELF	ABC PINT						
3 <sup>RD</sup> SHELF	HEINEKEN PINT						
4 <sup>TH</sup> SHELF	TIGER CRYSTAL PINT						
5 <sup>TH</sup> SHELF	TIGER PINT			ANCHOR PINT			
6 <sup>TH</sup> SHELF	ABC CAN		TIGER CAN		ANCHOR CAN		

# PREMIUM RESTAURANT

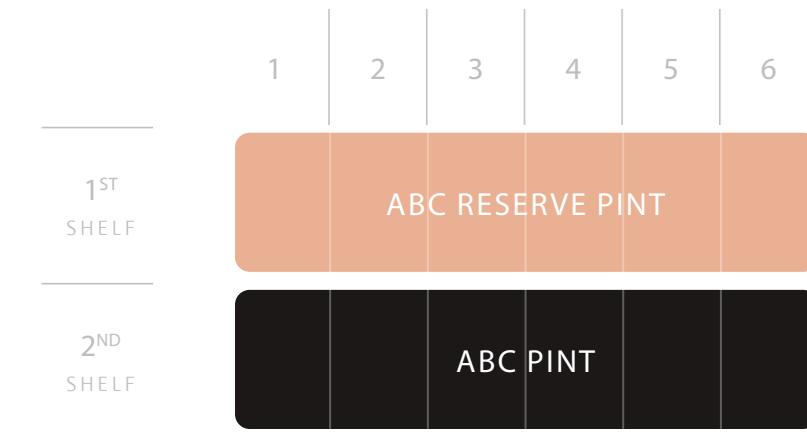
## ► PLANOGRAM MOCKUP



SMALL  
FRIDGE



## INTERFACE

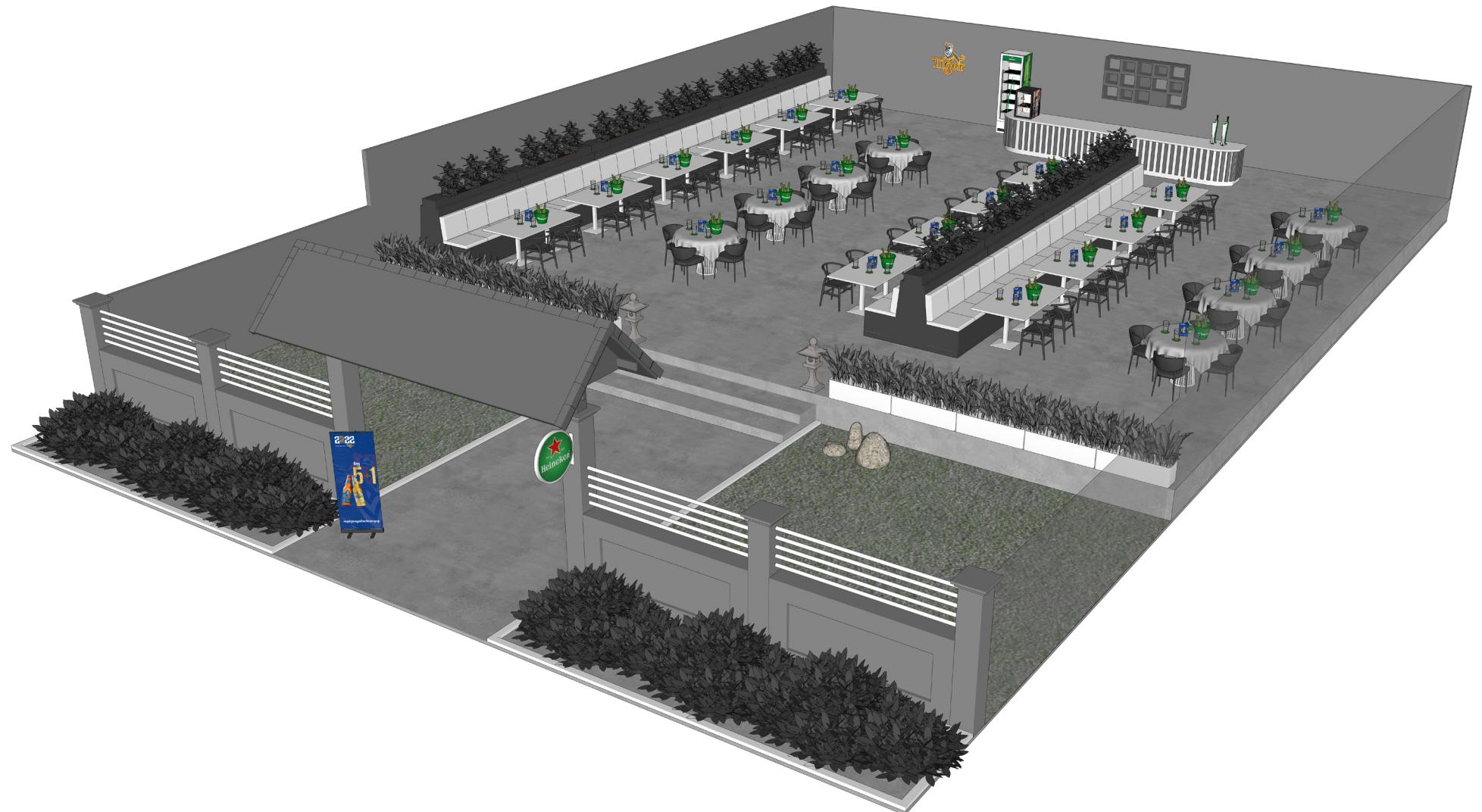


MODERN-ON-

# PREMIUM RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

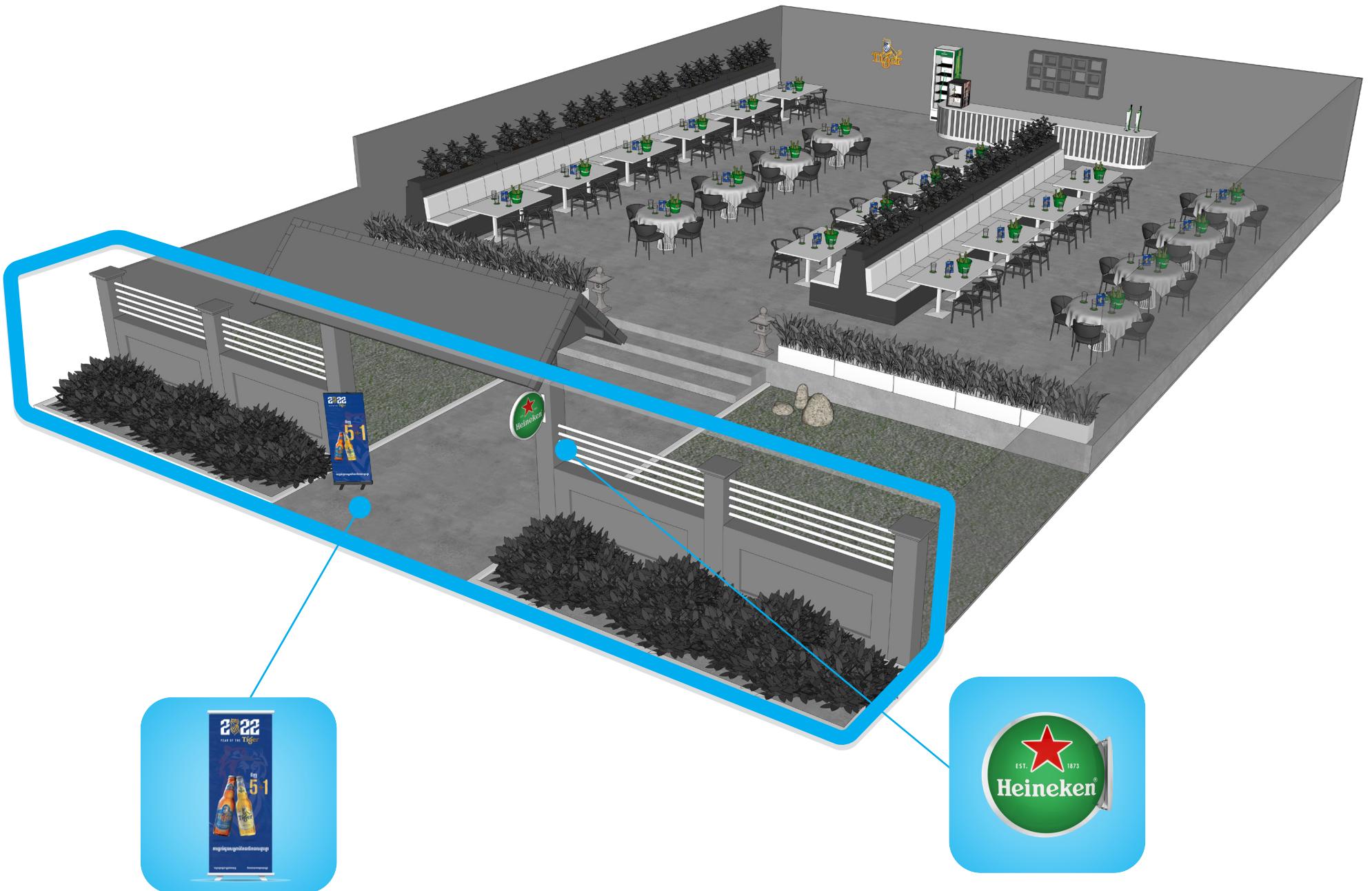


MODERN-ON-

# PREMIUM RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

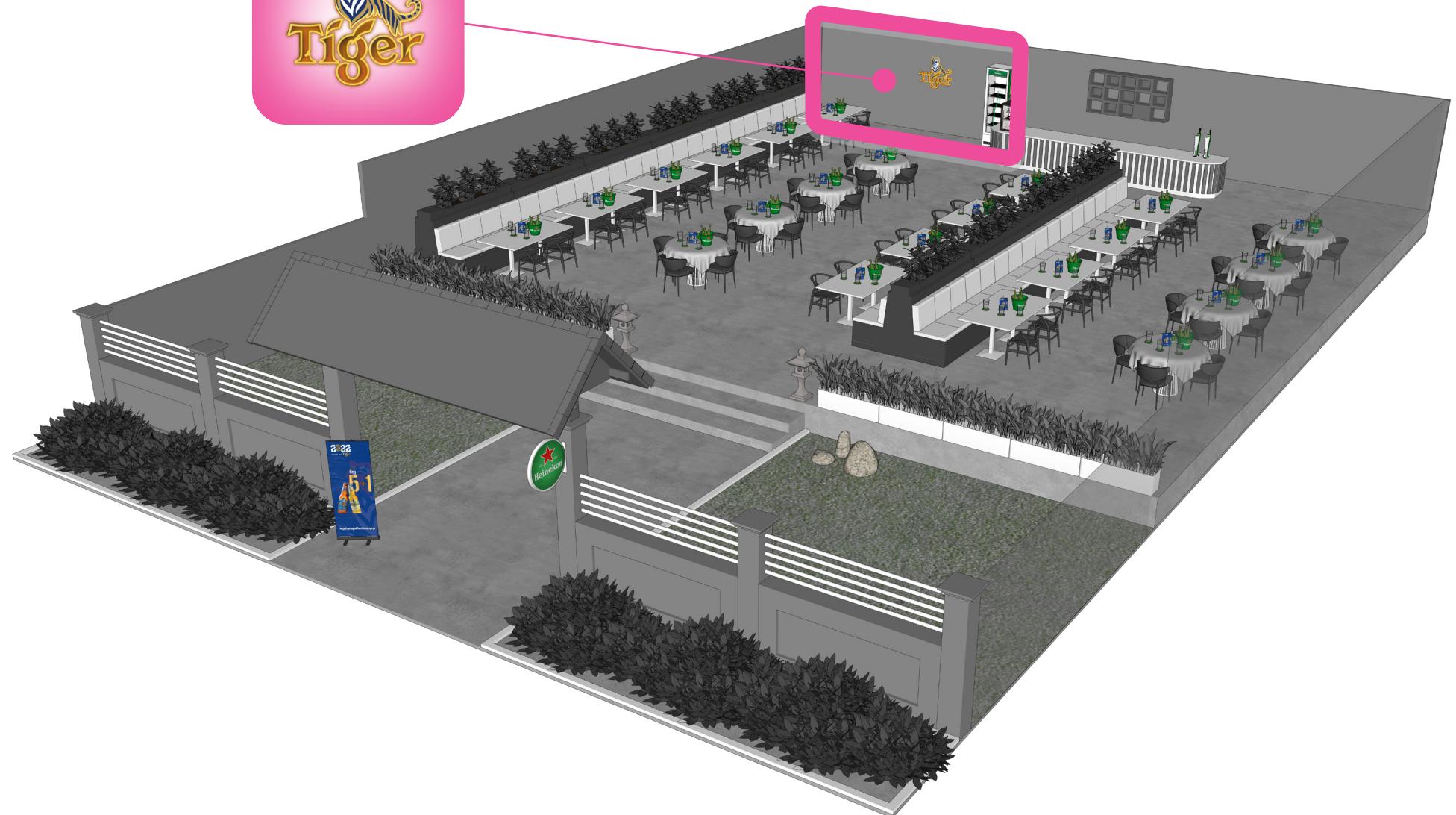


MODERN-ON-

# PREMIUM RESTAURANT

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

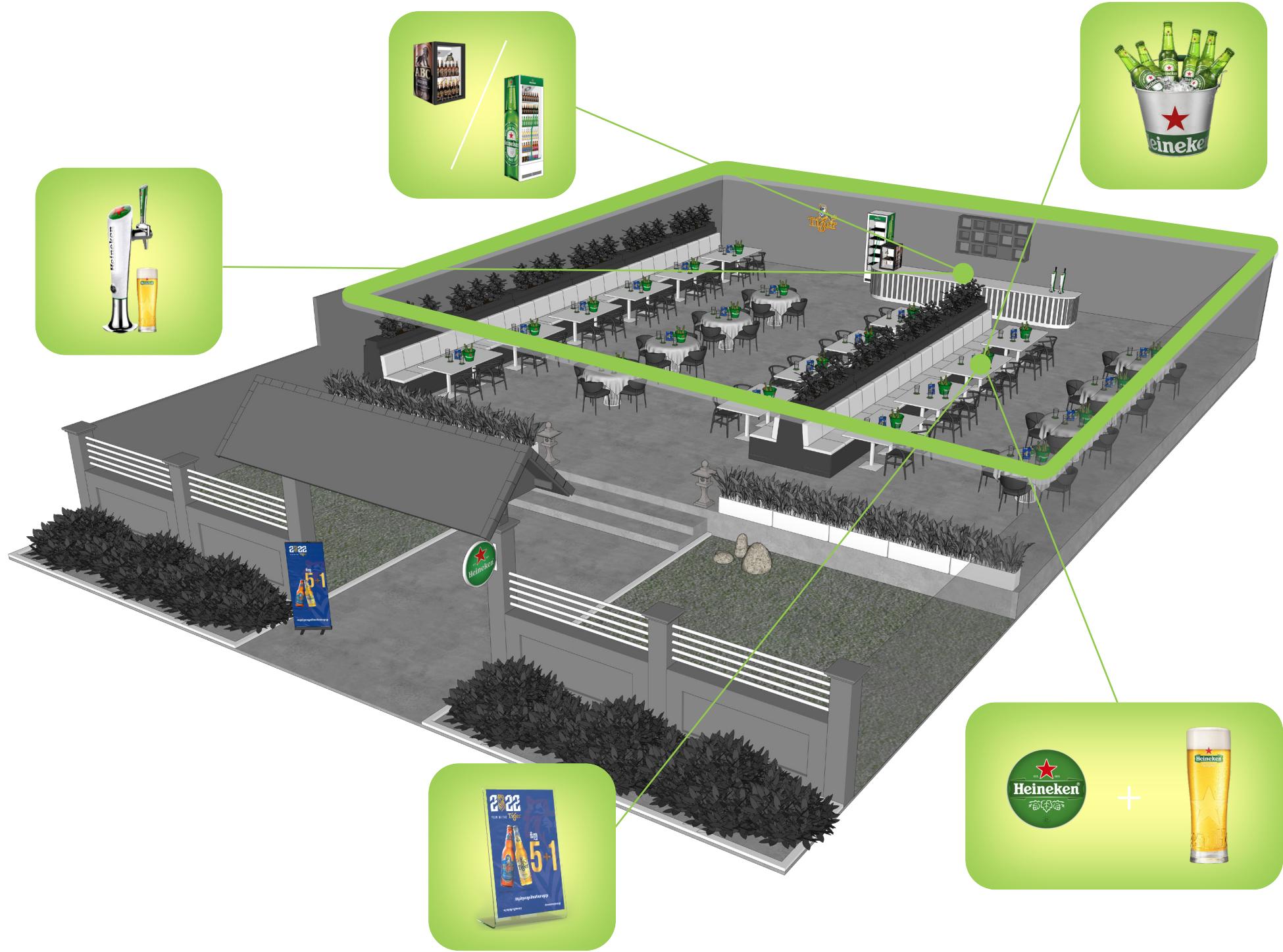


MODERN-ON-

# PREMIUM RESTAURANT

## ► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



## PUB

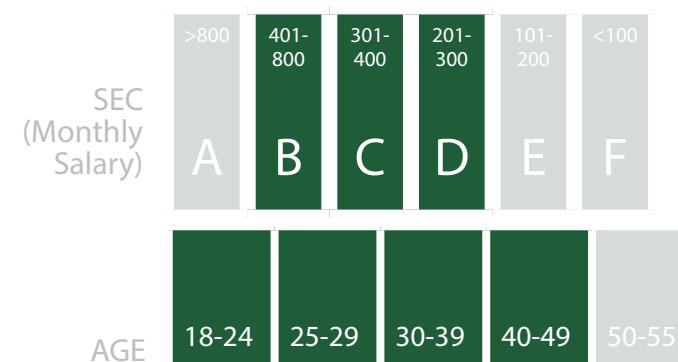
## ► OVERVIEW

AREA  
UrbanPRIORITY  
SKUGRADE  
All★ LEAD  
BRANDSUPPORT  
BRANDCHANNEL  
DEFINITION

- Mainly for drinks
- Have band, music or DJ from 9:30 PM – 1 AM
- Open at night time only (6PM – 1AM)
- Serve beer in bottle, draft, or beer tower
- Limited food selection (3 – 4 pages)
- Cocktail & Wine are available

CONSUMER  
PROFILE

- **BEHAVIOR**  
Have beer brand in mind
- **GOING OUT FREQUENCY**  
1 time/week
- **AVERAGE SPENDING TIME**  
Over 2 hours
- **SPENDING/PAX**  
20\$ or above

TARGET  
AUDIENCEPRIORITY  
DRIVERS

## • CONSUMER



VISIBILITY



PROMOTION

## • CUSTOMER

FINANCIAL  
TERMS

SERVICE

## PUB

## ► AVAILABILITY

PRIORITY  
SKU

Bottle/Pint

MAINSTREAM		PREMIUM						
OPTIONAL	MANDATORY	MANDATORY	OPTIONAL	MANDATORY				
 <b>ANCHOR</b> 	 <b>Tiger</b> 	 <b>ABC</b> EXTRA STOUT	 <b>ABC</b> RESERVE	 <b>Heineken®</b> 				
Bottle/Pint or Can or Draught	Bottle/Pint or Can or Draught	Bottle/Pint or Can	Bottle	Bottle/Pint or Can or Draught				
SESSIONABLE					ECONOMY			
OPTIONAL	MANDATORY	OPTIONAL						
 <b>ANCHOR</b> WHITE	 <b>Tiger</b> CRYSTAL	 <b>Gold Crown</b> Beer						
Can	Bottle/Pint or Can	Can						

MODERN-ON-

PUB

► VISIBILITY

## ENTRANCE ZONE

Outlet entrance: opportunity to CONNECT with consumers and TRIGGER brand recognition.

## IMPACT ZONE

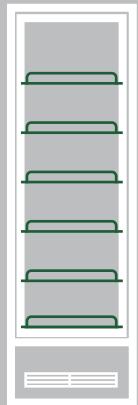
Primary visible Hot Spot indoors: opportunity to DISRUPT consumer choice and GUIDE them to our brands

## PURCHASE ZONE

Consumers make purchase decision: we can INFORM consumers on brand proposition and CONVERT to buy

/ LEGEND	1	<ul style="list-style-type: none"> <li>OUTDOOR LIGHTBOX of Lead Brand at Entrance (Lightbox is <b>Optional</b> if the outlet have Shop or Street signage)</li> </ul> 	A D	<ul style="list-style-type: none"> <li>INDOOR LIGHTBOX of Support Brand at Impact Hot Spot</li> </ul> 	A D	<ul style="list-style-type: none"> <li>TENT CARD on each table</li> </ul> 	A D M G
	2	<ul style="list-style-type: none"> <li>STANDEE at Entrance</li> </ul> 	A D M G			<ul style="list-style-type: none"> <li>GLASSES, COASTERS, &amp; BUCKETS for available brands</li> </ul> 	A D M G
	3	<ul style="list-style-type: none"> <li>SHOP OR STREET SIGNAGE</li> </ul> 	A D			<ul style="list-style-type: none"> <li>FRIDGE</li> </ul> <p>Visible directly behind the purchase zone Good working condition. Planogram executed. No expired stock.</p> 	A D M G
	4					<ul style="list-style-type: none"> <li>DRAUGHT</li> </ul> <p>Install Draught taps based on volume potential <b>VISIBILITY</b> Place draught tap at first point of impact on the bar. Ensure tap is working. Correct branded glassware (min. 12). <b>QUALITY</b> Draught machine service within past 2 weeks. Check BBF dates on all Kegs. Draught tap clean and spritzer working. Glassware clean.</p> 	A D M G

## PUB

► PLANOGRAM  
MOCKUPBIG  
FRIDGE

## INTERFACE

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8

1<sup>ST</sup>  
SHELF

ABC RESERVE PINT

2<sup>ND</sup>  
SHELF

ABC PINT

3<sup>RD</sup>  
SHELF

HEINEKEN PINT

4<sup>TH</sup>  
SHELF

TIGER CRYSTAL PINT

5<sup>TH</sup>  
SHELF

TIGER PINT

ANCHOR PINT

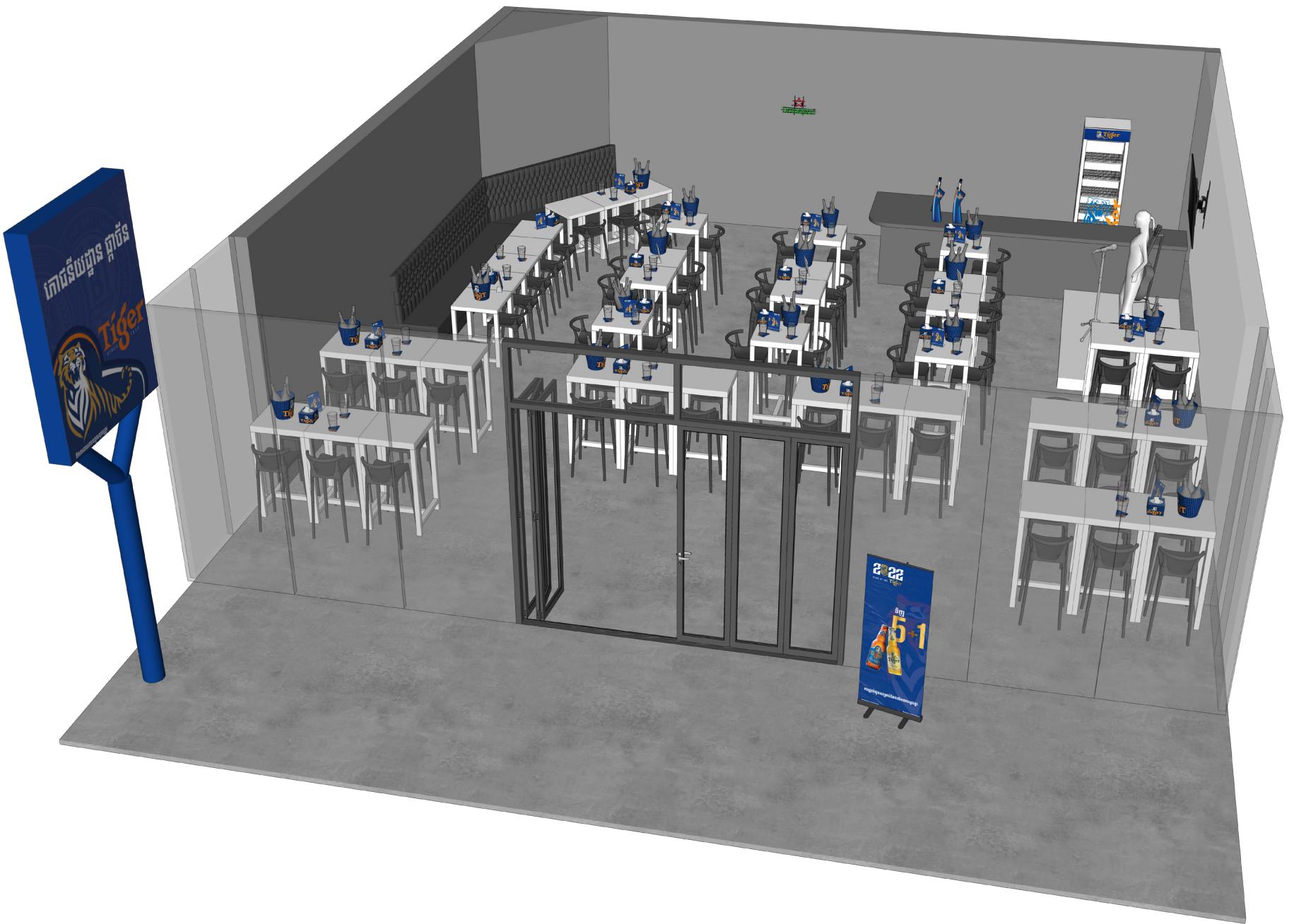
6<sup>TH</sup>  
SHELFABC  
CANTIGER  
CANANCHOR  
CAN

MODERN-ON-

# PUB

► PICTURE OF  
SUCCESS

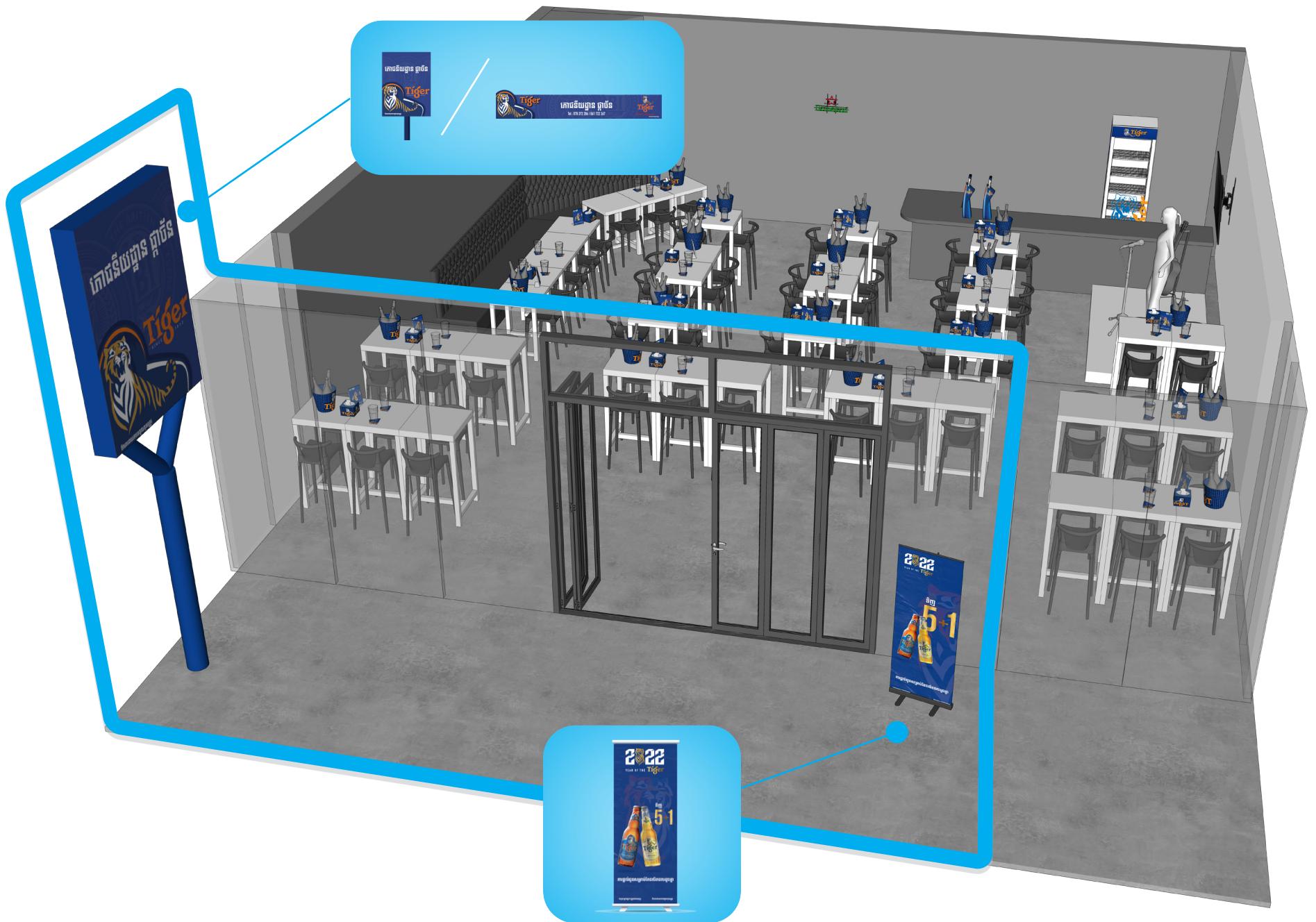
CLICK TO HIGHLIGHT  
A ZONE



# PUB

## ► PICTURE OF SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

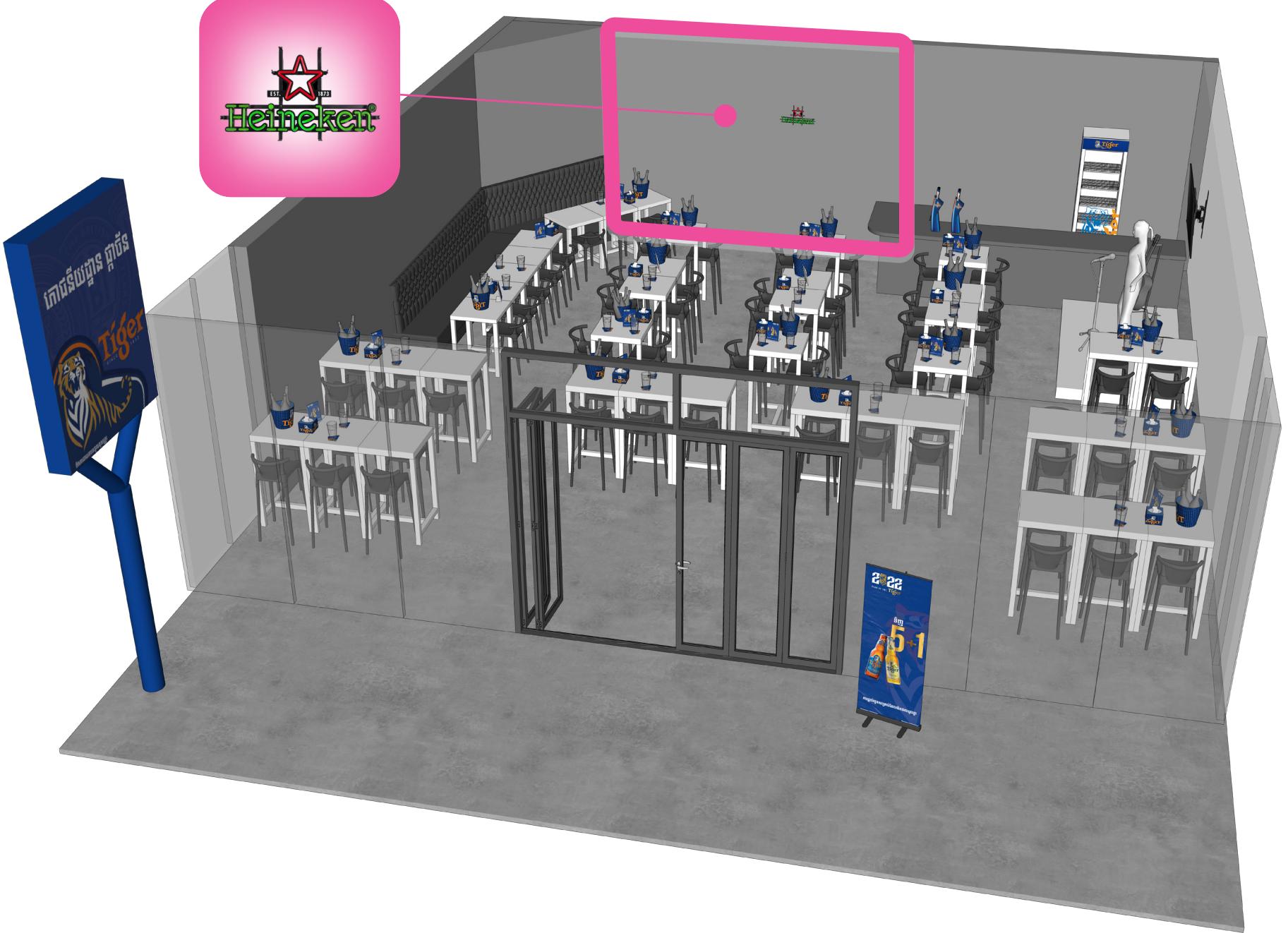


MODERN-ON-

# PUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE

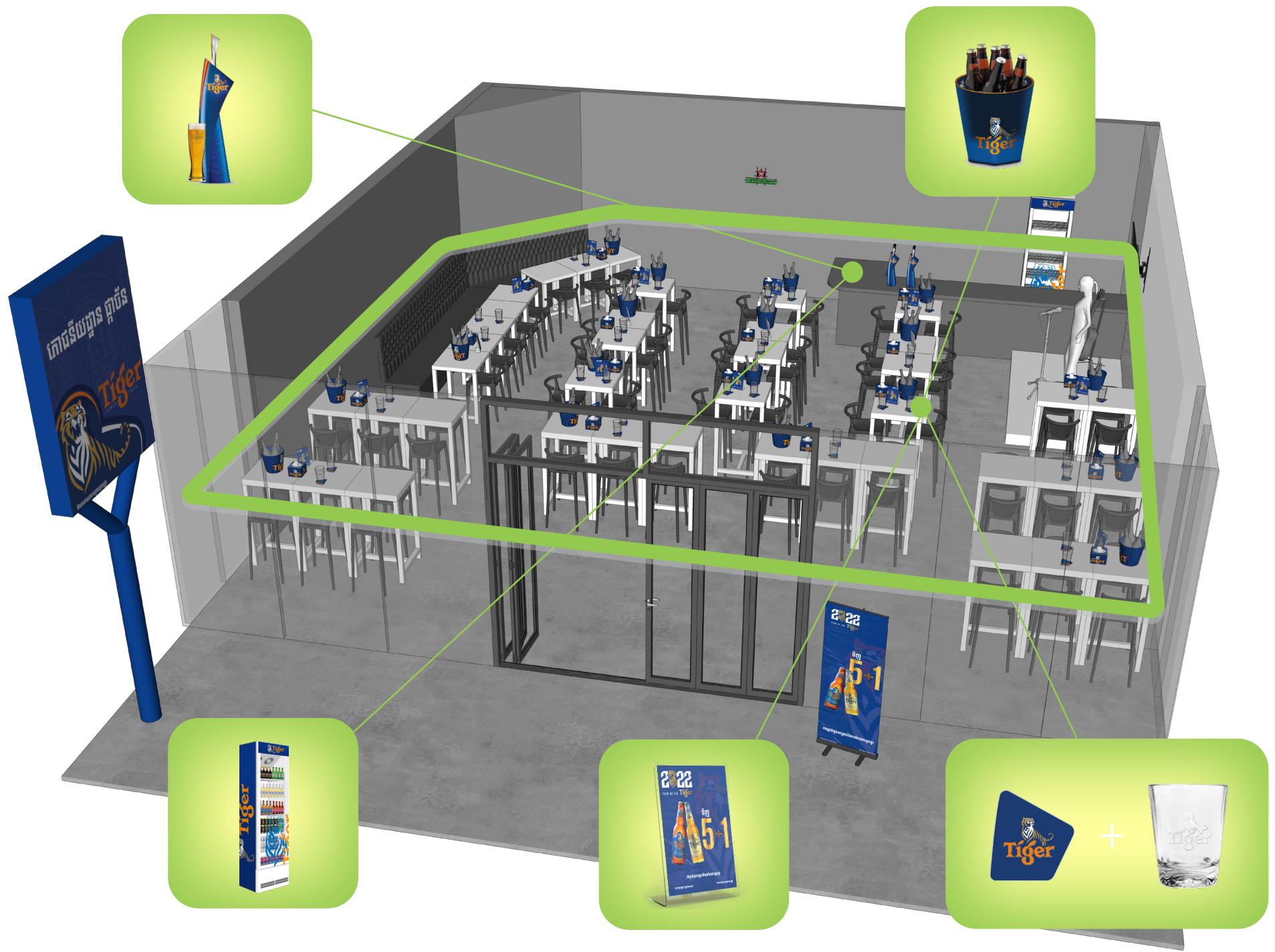


MODERN-ON-

PUB

► PICTURE OF  
SUCCESS

CLICK TO HIGHLIGHT  
A ZONE



# PORTFOLIO

Heineken®			ABC Extra Stout			ABC Reserve			Tiger			Tiger Crystal			Anchor			Anchor White		
CAN	PINT	KEG	CAN	PINT	PINT	CAN	PINT	KEG	CAN	PINT	CAN	NCP	CAN	NNCP	PINT	KEG	CAN	CAN		
																				
1 CAN 330ML	1 PINT 330ML	N/A	1 CAN 330ML	1 PINT 330ML		1 CAN 330ML	1 PINT 330ML	1 KEG 10L	1 CAN 330ML	1 PINT 330ML	1 CAN 330ML		1 CAN 330ML		1 PINT 330ML	N/A	1 CAN 330ML	1 CAN 330ML		
																				
6 PACK 330ML	6 PACK 330ML	1 KEG 20L	6 PACK 330ML	6 PACK 330ML		6 PACK 330ML	6 PACK 330ML	1 KEG 20L	6 PACK 330ML	6 PACK 330ML	6 PACK 330ML		N/A	6 PACK 330ML	1 KEG 20L	6 PACK 330ML	6 PACK 330ML	N/A		
																				
24 PACK 330ML	24 PACK 330ML	N/A	24 PACK 330ML	24 PACK 330ML		24 PACK 330ML	24 PACK 330ML	N/A	24 PACK 330ML	24 PACK 330ML	24 PACK 330ML		24 PACK 330ML	24 PACK 330ML	1 KEG 30L	24 PACK 330ML	24 PACK 330ML	24 PACK 330ML		