

Drinkworks™ Unveils the Home Bar by Keurig® — Cocktails, Brews, Ciders and More at the Touch of a Button

Joint venture of Keurig Dr Pepper and Anheuser-Busch introduces first-of-its-kind drinkmaker to offer consumers bar-quality beverages at home

BEDFORD, MA (November 13, 2018) – Today, Drinkworks is introducing its initial offering — the Drinkworks Home Bar by Keurig® — through an early access pilot program in St. Louis, Missouri. This design-driven, user-centric beverage innovation company is focused on new ways to make it remarkably simple to enjoy a variety of bar-quality drinks at home.

The drinkmaker is a first-of-its-kind appliance designed to prepare cocktails, brews, ciders and more at the touch of a button. The drinkmaker calculates the precise amount of water and carbonation needed for each proprietary Drinkworks Pod, to deliver an exceptional experience every time. The portfolio features twenty four different recipes crafted with in-house mixologists and beverage scientists using signature blends of premium spirits and natural flavors, which are precisely measured in each sealed pod.

Drinkworks was founded based on concepts and technology separately spearheaded ten years ago by Anheuser-Busch and Keurig Dr Pepper. “This joint venture was created with the mission of making the entire drinking experience — from purchase, to creation, to enjoyment — more remarkable through innovation,” said Nathaniel Davis, CEO of Drinkworks. “We started with a clear opportunity: consumers want to serve and enjoy complex cocktails at home, but it’s time-consuming, expensive and messy. We iterated with users throughout the development process, and we’re confident that the appliance we designed with them solves this perfectly. Our next step is to launch this unprecedented technology in a limited way. We’re excited to gather real-world feedback from passionate early adopters to shape the future iterations of our drinkmaker, drinks and expansion plans.”

A limited number of drinkmakers are now available to customers in St. Louis for pre-order, powered by the leading e-commerce and logistics solution for alcohol brands, Thirstie. The Drinkworks Home Bar and accessories may be purchased at drinkworks.com, and starting November 19 at local St. Louis brick-and-mortar retailers including all Total Wine & More locations, and select Dierbergs and Schnucks stores. To buy Drinkworks Pods, customers must be 21 or older.

Drinkworks is headquartered in the Boston area, and operates the Drinkworks Creation Center, an experimental distillery and production center, in Williston, VT. To learn more about Drinkworks and to place orders, please visit drinkworks.com.

About Drinkworks™

Drinkworks™ is a design-driven, user-centric beverage innovation company defining new ways to make it remarkably simple to enjoy a variety of bar quality drinks at home with convenience. The drinkmaker is a first-of-its-kind appliance designed to use Drinkworks Pods to prepare cocktails, brews, ciders and more at the touch of a button. A joint venture between Keurig Dr Pepper (Keurig) and Anheuser-Busch, Drinkworks is committed to making the entire drinking experience — from purchase, to creation, to enjoyment — more remarkable through innovation. The company is headquartered in Bedford, MA with facilities in Williston, VT. For more information and to purchase the Drinkworks Home Bar, visit drinkworks.com.

About Anheuser-Busch InBev

Anheuser-Busch InBev is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with secondary listings on the Mexico (MEXBOL: ANB) and South Africa (JSE: ANH) stock exchanges and with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). Our Dream is to bring people together for a better world. Beer, the original social network, has been bringing people together for thousands of years. We are committed to building great brands that stand the test of time and to brewing the best beers using the finest natural ingredients. Our diverse portfolio of well over 500 beer brands includes global brands Budweiser®, Corona® and Stella Artois®; multi-country brands Beck’s®, Castle®, Castle Lite®, Hoegaarden® and Leffe®; and local champions such as Aguila®, Antartica®, Bud Light®, Brahma®, Cass®, Cristal®, Harbin®, Jupiler®, Michelob Ultra®, Modelo Especial®, Quilmes®, Victoria®, Sedrin®, and Skol®. Our brewing heritage dates back more than 600 years, spanning continents and generations. From our European roots at the Den Hoorn brewery in Leuven, Belgium. To the pioneering spirit of the Anheuser & Co brewery in St. Louis, US. To the creation of the Castle Brewery in South Africa during the Johannesburg gold rush. To Bohemia, the first brewery in Brazil. Geographically diversified with a balanced exposure to developed and developing markets, we leverage the collective strengths of approximately 180,000 employees based in nearly 50 countries worldwide. For 2017, AB InBev’s reported revenue was 56.4 billion USD (excluding JVs and associates).

About Keurig Dr Pepper

Keurig Dr Pepper (KDP) is a leading coffee and beverage company in North America, with annual revenue in excess of \$11 billion. KDP holds leadership positions in soft drinks, specialty coffee and tea, water, juice and juice drinks and

mixers, and markets the #1 single serve coffee brewing system in the U.S. The Company maintains an unrivaled distribution system that enables its portfolio of more than 125 owned, licensed and partner brands to be available nearly everywhere people shop and consume beverages. With a wide range of hot and cold beverages that meet virtually any consumer need, KDP key brands include Keurig®, Dr Pepper®, Green Mountain Coffee Roasters®, Canada Dry®, Snapple®, Bai®, Mott's® and The Original Donut Shop®. The Company employs more than 25,000 employees and operates more than 120 offices, manufacturing plants, warehouses and distribution centers across North America. For more information, visit www.keurigdrpepper.com.

About Thirstie

Thirstie, the leading technology and logistics solution for alcohol brands, founded by Devaraj Southworth and Maxim Razmakhin, helps to power transactions through a robust API and expansive retailer network. The Thirstie platform also provides brands with transparency into all data, consumer insights analytics and ROI to improve performance marketing. For more information about Thirstie, please visit www.Thirstie.com.

For further information: Press@Drinkworks.com

<https://news.keurigdrpepper.com/2018-11-13-Drinkworks-TM-Unveils-the-Home-Bar-by-Keurig-R-Cocktails-Brews-Ciders-and-More-at-the-Touch-of-a-Button>