

# Creative Examples

Alcoholic beverages



Newcastle Brown Ale



Newcastle Brown Ale

**MOCHA LATTE**  
\$4.23

**6-PK HIGH LIFE**  
\$4.04

**PROOF THE WORLD HASN'T GONE COMPLETELY CRAZY**

NATIONAL SUPERMARKET 32 WEEK AVG. HIGH LIFE PRICE ACCORDING TO AC Nielsen. LIVE RESPONSIBLY

Miller High Life