

# PEEL N REVEAL™



## MillerCoors Case Study

This unique technology was quickly adopted by MillerCoors to improve promotional sales on a Regional basis. Utilizing the peelable game piece as a promotion for Milwaukee Brewers T-Shirt giveaway, MillerCoors saw a 6.1% increase in on-trade promotional sales with a higher than budgeted percentage of redeemed merchandise.

Since the initial test market with the Milwaukee Brewers, MillerCoors and SABMiller have continued to expand Peel N Reveal™ usage occasion across MLB, NFL, Racing, Live Concert Events, as well as Promotional Sweepstakes.



Our innovative label solutions create a memorable brand experience...

## Peel to Reveal Hidden Growth Potential

### Reignite your promotional campaigns

With a bar full of options, how does your customer choose? Grabbing their attention is the first step. Making them take the sip is the second. But creating sustainable energy, so that every drink that night is your brand, that is the true challenge. In an industry that requires constant innovation and creative appeal, finding ways to energize that loyal customer while bringing in new growth can be a struggle.

The Peel N Reveal™ label from Multi-Color Corporation provides the perfect solution to your on-trade marketing challenges. The key to its success is the simplicity. Tapping into the ever present urge to peel off the label, the Peel N Reveal™ technology encourages your consumer to peel so that the message printed on the backside can be revealed!

The concept is effortless. A portion on the backside of the label is printed with your promotion information. That area is primed so that the promotion piece peels cleanly from the bottle. Turn the piece over to discover the secret message or prize!

The days of costly production associated with short term promotion campaigns are long gone. The highly engineered label was developed so that once it left Multi-Color, downstream production remained simple. No special parts. No unique machine adjustments. The Peel N Reveal™ innovation functions just like your current label, all the work is done upfront! The label has the same adhesive and perforation. The secret is in the special primer that repels the adhesive in just the right place. No training on your end needed, no efficiency loss on your line.

