

Miller Brewing Company
National Sales Meeting
John Bowlin, CEO

Closing General Session

[Begin with Ads]

I began this meeting on Monday by welcoming you to Milwaukee.

Many of you probably wondered why we weren't in Vegas or Orlando.

But as I said earlier, we chose Milwaukee for a reason.

It was here in Milwaukee that America's first beer culture flourished and, through this company-- and only this company -- continues to flourish to this day.

For beer, Milwaukee is more than a place ... it's a state of mind.

And I think many of you discovered that last night out on Water Street!
I know I did, at a beer Mecca called McGillicuddy's.

And if you haven't seen Miller Park, you're in for a treat tonight -- what better symbol is there for this company?

A place that combines state-of-the-art technology and innovation while also capturing the very best of the past -- the values and traditions that have historically made a day at the ballpark more than just a game...

It's a very special experience... it's the essence of Miller Time.

Most of all, we're here because Milwaukee is Miller's home.

This is where it all started with Frederic Miller, 146 years ago.

And this is where we reconnect with our heritage and with the things that make us great. The passion and the commitment that I know we all share for this business.

What I hope you take away from this meeting is the significant and continuous progress we have made on the course we set more than a year ago.

For example, I think the brand marketing rooms were great. They demonstrated two things.

First, the power of 360-degree marketing. If you didn't know what 360-degree marketing was, you do now.

Second, they showed how we can differentiate our brands and give each of them a unique personality.

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In packaging, we continue to improve the quality of our graphics and our overall structural integrity.

Our promotions are getting bigger, more focused, more relevant to consumers, and importantly, are easier for you to execute.

We're aggressively going after the all-important Hispanic market with stronger advertising and sports promotions.

And you've spent the last couple of hours in market area meetings discussing state-by-state plans to win the summer.

Our advertising is much better.

The Lite and Miller High Life campaigns are damn good.

Our MGD advertising continues to improve.

Fosters and Icehouse spots will get better.

Beyond brand advertising, we introduced three ad campaigns this week that broaden our message and build a solid foundation for speaking to consumers about Miller.

First, the "Live Responsibly" campaign takes our responsibility efforts to a whole new level.

It tackles the issue of over-consumption in a way that is straightforward and compelling.

Our new quality campaign reclaims an important part of our heritage, establishing a foundation for our brewery credentials -- an area where we've been silent for too long.

Finally, you saw our music videos, which represent a bold new opportunity for us to define the Miller Time experience through contemporary music.

The advertising will continue to get better.

And next year, as our growth in our core brands accelerates, I expect to share with you plans for new products.

As we continue to improve, we will be not only your biggest supplier, but your best supplier.

And as your best supplier, we will earn the position as your favored supplier... leading to increased focus, commitment and investment by you.

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It's all about execution, and it starts with distribution.

As Jim showed you this morning, there are lots of opportunities out there, especially with Lite.

I think Jim's being easy on you.

Given the level of support we give Miller Lite, there's no reason we shouldn't be looking at 90 percent distribution.

Remember, this is a simple business.

Once you have distribution, we must work together to build the displays, get the features at the right competitive price points, so we can win the holidays. So let's get on with it... let's win Memorial Day.

And I have every reason to believe that everyone in this room can accomplish that.

You know, it was two years ago this month that I joined Miller.

My job was -- and is -- to lead the turnaround of this great company.

I knew then that it wouldn't be easy, and I knew it wouldn't happen overnight.

And it's been harder, and it's taken longer than I expected.

There was a lot to fix.

Have I been frustrated?

At times, yes.

Fundamental change never happens fast enough.

Have I gotten discouraged?

No. Never.

I didn't come here to lose. Like you, I am here to win.

And I am more determined now than the day I started.

And I am absolutely convinced that we've made great progress, and that we will do this together.

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Thirty years ago, we said, "If you've got the time, we've got the beer."

I'm telling you now, we've got the quality...

the commitment...

the people ...

the passion...

and, yes we've got the beer, Miller Beer.

Together, we can reclaim our heritage.

Together we can make this company great.

Together, we win.

[RUN MUSIC VIDEOS]
