



Bringing the
Perfect Serve
to the



The Opportunity

Stella Artois is positioned to strengthen its presence in professional tennis with a return to the Australian Open.

A renewed partnership would reinforce Stella Artois' existing Grand Slam relationships by extending its reach to three majors and solidifying its standing as the category's leading tennis partner.

The Australian Open offers Stella Artois a unique opportunity to expand its experiential fan activations into a new region and develop year-round touchpoints with consumers.



AB InBev does not own manufacturing or distribution rights for Stella Artois in Australia due to agreements required by the Australian Competition and Consumer Commission.



Partnership
Opportunity



January



Official
Supplier



May



Official Beer
Partner



June



Gold Partner and
Official Beer



November



The *Elevated* Drinking Experience

✦ *Delivering Brand Awareness* 🍷 🍹

The Insight: The “Happy Slam” is experiencing historic crowd growth with this year’s total three-week tournament attendance reaching 1,368,043 fans, a 12% increase from 2025 and nearly double the attendance of 10 years ago.

The Idea: Help deliver the Grand Slam energy with Stella Artois stations at new and popular viewing areas inside and outside Melbourne Park.

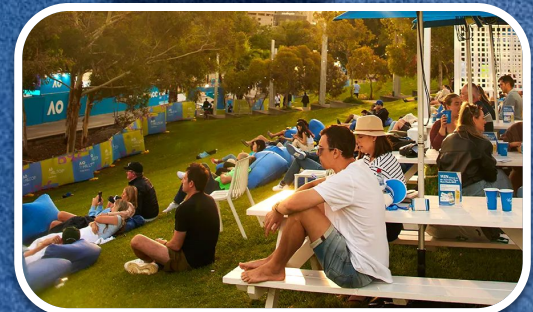
The Activation: Engage spectators with two pop-up bars offering Stella Artois products, souvenir photo stations, and localized scavenger hunts featuring rewards of branded merchandise.



Highline and AO Hilltop

Highline offers a raised walkway and shaded views of matches on the Western Courts.

AO Hilltop is a non-ticketed destination to soak up all the action on the big screen.



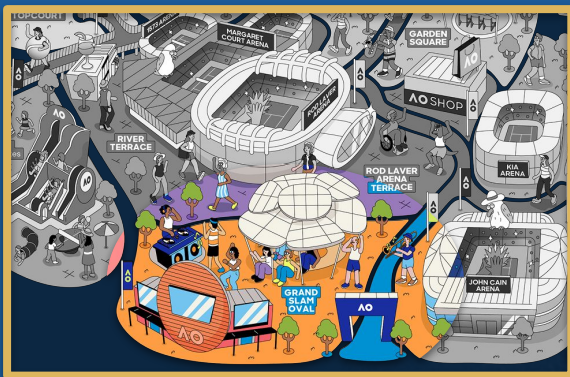
The Perfect Serve Bar

✦ *Delivering Brand Affinity* 🍷 🍹

The Insight: Modern consumers are more willing to trade their time and attention when brands reward them with personalized experiences.

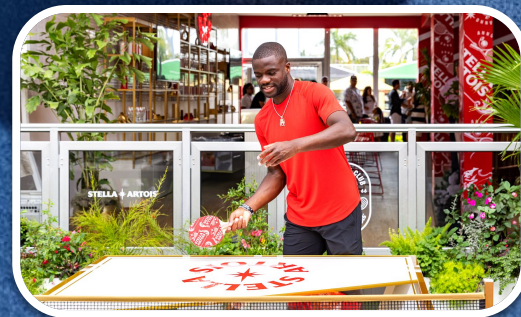
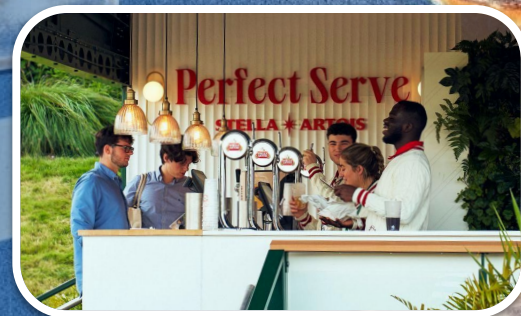
The Idea: Build deeper, lasting connections by activating on Stella Artois' existing tennis branding to create a fan-friendly bar that offers a reciprocal value exchange through Perfect Serve activities.

The Activation: Draught beers and complimentary racquet sports give visitors a place to unwind, while practice taps enable guests to gain hands-on experience in the 9-step process that makes drinking Stella Artois special.



Grand Slam Oval

Grand Slam Oval is the premier festival zone offering a vibrant food and drinks scene alongside live music and giant screens for match viewing. Nightly passes are available for local visitors to stop by after work.



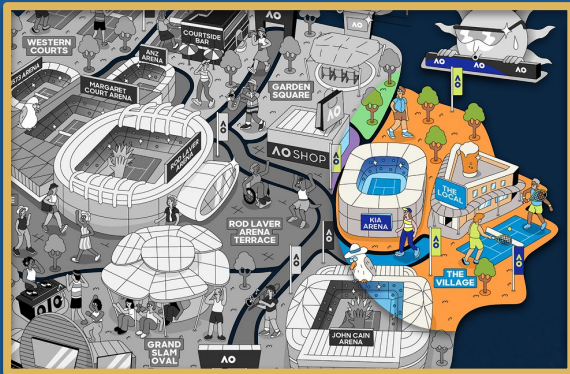
The Break P(0)int Brewery

✦ *Delivering Brand Loyalty* 🍷 🍹

The Insight: Australians are prioritizing a healthier lifestyle with 70% of younger diners now checking the zero alcohol options before ordering.¹

The Idea: Lean into Stella Artois' historical legacy to introduce consumers to new no/low alcohol offerings, including the “Break P(0)int,” a lemonade shandy made with Stella Artois 0.0. Also available as the “Triple Break Pint” (3% alc).

The Activation: Recreate the Brewery Artois as a brand exhibition and functioning taproom to give guests a journey through Stella Artois history, and a chance to walk away with heritage merch featuring classic Stella Artois logos.



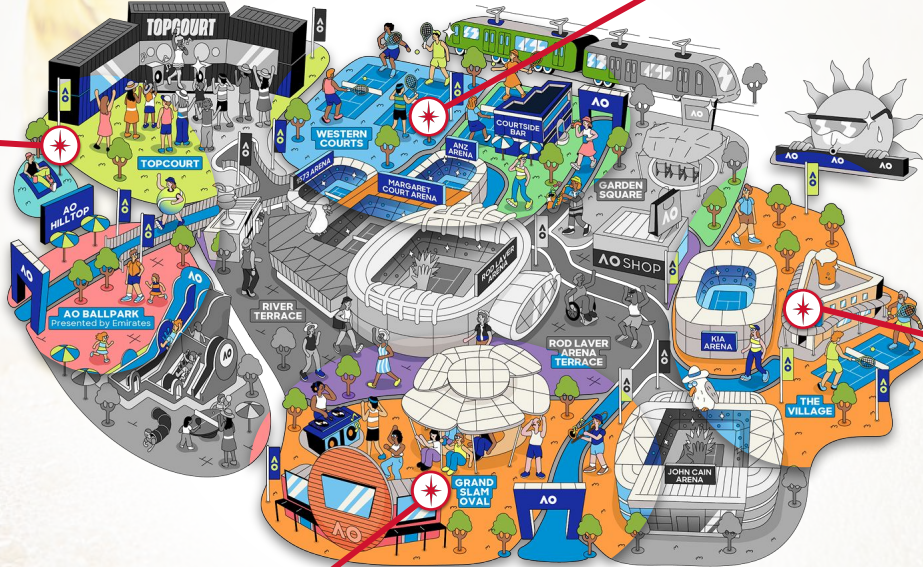
The Village

The Village is where spectators can get an unobstructed look at the sport's biggest stars practicing before their matches. It offers a relaxing hangout spot in contrast to other lively parts of the AO complex.





ANNO 1366
À La Carte Execution



stefanpberg.com



BREWED
WITH PURE MALT

STELLA  **ARTOIS**

BREWED IN BELGIUM
1838

STELLA ARTOIS