

# Stronger SELTZER

## VARIETY 12-PACK



### KEY DETAILS

An 8% ABV hard seltzer with only 1g of sugar, natural flavors and formulated without gluten. Refreshing, but with more kick to it.

- ABV: 8.0%
- Flavors: Lime, Wild Berry, Strawberry Basil, and Cherry Lime
- Sugar content: 1g per can
- Shelf life: 1 year expected

### SUGGESTED PRICING

- 112 Index vs. Market Leader (\$17.99)
- At this price, Stronger Seltzer Variety 12pk is giving consumers 60% more alcohol for 12% more price.

### TARGET CONSUMER

21-34 year-olds who want the lightness and refreshment of a hard seltzer, but want to get their party started.

### UPC



12-Pack, 12oz Sleek Can

### WHY WE'RE LAUNCHING NOW

- In the last 52 weeks, hard seltzers grew volume and \$\$ by 216% (Nielsen, 4/4/20)
- At 8% ABV, Stronger Seltzer is differentiated: over 95% of seltzer SKUs are 5% ABV or less
- Over 50% of consumers surveyed have added alcohol to their hard seltzers (IWSR, Mar 2020). Why not give consumers what they are asking for with a stronger seltzer?
- 12pk variety is the dominant package for seltzers

### PACKAGE MOCKUP (FPO)

