

Brand Fact Sheet



Brand Story

Proof Point stands out from competitors – delivering a line of premium seltzers with multiple real spirits and a splash of real juice.

At 5% ABV and zero sugar, each 100-calorie can delivers premium ingredients, such as real agave tequila and natural fruit juice.

... the proof is in the spirit.

Brand Facts

- **Differentiated proposition:** 94% of consumers saw Proof Point as a unique proposition. The use of real spirits and real/premium ingredients were the most compelling claims for consumers
- **Strong Purchase Intent:** 85% purchase intent with 21-34 YO hard Seltzer and Spirit Drinkers
- **First to market opportunity:** No other hard seltzers in the market with a variety of different real spirits and a splash of real juice.

Brand Style

Spirited Seltzer

Why? The Hard Seltzer category is projected to grow upwards of \$4.7 billion by 2022. Millennials are seeking out and willing to pay more for premium ingredients and Proof Point provides a premium offering in this growing segment.

Nutritionals

- **Calorie:** 100
- **Carbs:** 0g
- **ABV:** 5%

- **Sugar:** 0g
- **Alcohol:** Real Agave Tequila
- **Shelf Life:** 40 weeks

Sensory:

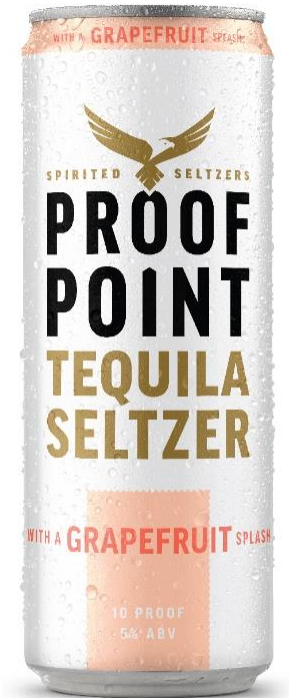
Appearance: Crisp, clear liquid with a slight haze from real grapefruit juice

Aroma: Freshly squeezed grapefruit juice highlighted by earthy tequila notes

Taste: Perfectly balanced, with sweet / tart grapefruit notes combined with the richness of tequila

Mouthfeel: Crisp and refreshing, with brisk carbonation

Finish: Smooth and refreshing, with a hint of lingering grapefruit



Tequila Seltzer SKUs

- 4pk 12oz Slim Can Single Flavors (Tequila Seltzer with Grapefruit)