



Brand Story / History

Cape Line was created through inspiration of the familiar line where the land meets the water. Cape Line symbolizes a meeting place where things naturally come together. Just like Cape Line, this alcohol beverage brings together delicious sparkling cocktail flavors with simple ingredients and nothing artificial.

Cape Line is a sparkling cocktail. ‘Sparkling’ connotes light refreshment. All of the Cape Line cocktails have the same level of light carbonation, designed for sessionable enjoyment (avoiding bloat). The ‘cocktails’ descriptor helps communicate flavors that consumers love without compromising on sugar and calories.

- Brand Facts**
- 120 Calories
(½ the calories & sugar of leading FMBs)
 - 6 Simple Ingredients
 - Nothing Artificial
 - Gluten Free
 - Alcohol from real cane sugar
 - 4.5% ABV
 - 52 week shelf life

Brand Style

- Style: Sparkling Cocktail
Flavored Alcohol Beverage with alcohol from cane sugar

Nutritionals (per 12oz serving)

• Calories: 120	• Carbs: 10g
• ABV: 4.5%	
• Sugar: 9g	

Sensory Information

Appearance: An inviting strawberry rose color, with a slight haze and capped with thin layer of bubbly foam

Aroma: Moderate aroma of freshly sliced strawberries up front, followed closely by the bright, citrusy notes of lemon zest

Taste: A slight sweetness is delicately balanced by a hint of citrus tartness, similar to fresh squeezed lemonade

Mouthfeel: Sparkling effervescence adds to the light body and delicate mouthfeel

Finish: Refreshingly clean, with a subtle citrus aftertaste

Food Pairings

Strawberry Lemonade pairs especially well with summer barbeque foods: grilled chicken, sweet corn and watermelon



Hard Strawberry Lemonade

- SKUs**
- **6pk VP** (12 oz. slim cans)
 - **12pk VP** (12 oz. slim cans)

SKU Priority:

Grocery/Liquor: 12pk VP, 6pk Margarita Standalone (Early 2020), 6pk VP

C-Store: 6pk VP, 6pk Margarita Standalone (Early 2020), 12pk VP



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- Brand Facts**
- 120 Calories (½ the calories & sugar of leading FMBS and 75% less calories than a classic margarita)
 - 6 Simple Ingredients
 - Nothing Artificial
 - Gluten Free
 - Alcohol from real cane sugar
 - 4.5% ABV
 - 52 week shelf life

Brand Style

- Style: Sparkling Cocktail

Flavored Alcohol Beverage with alcohol from cane sugar

Nutritionals (per 12oz serving)

• Calories: 120	• Carbs: 9g
• ABV: 4.5%	
• Sugar: 8g	

Sensory Information

Appearance: Natural lime juice, opaque with a slight haze and a thin layer of bubbles

Aroma: Moderate aroma of freshly squeezed lime juice blended with the essence of tequila and a hint of lime zest

Taste: Slight agave sweetness balanced by hint of lime acidity

Mouthfeel: A brisk, sparkling effervescence amplifies the light body and delicate mouthfeel

Finish: Bright and refreshingly clean

Food Pairings

Margarita, with the right balance of sweet & salty, pairs well with citrusy foods including fish, ceviche, and lime chicken.



Margarita

- SKUs**
- **6pk Standalone Margarita** (Early 2020) (12 oz. slim cans)
 - **6pk VP** (12 oz. slim cans)
 - **12pk VP** (12 oz. slim cans)

SKU Priority:

Grocery/Liquor: 12pk VP, 6pk Margarita Standalone (Early 2020), 6pk VP

C-Store: 6pk VP, 6pk Margarita Standalone (Early 2020), 12pk VP



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 - 6 Simple Ingredients
 - Nothing Artificial
 - Gluten Free
 - Alcohol from real cane sugar
 - 4.5% ABV
 - 52 week shelf life

Brand Style

- Style: Sparkling Cocktail Flavored Alcohol Beverage with alcohol from cane sugar

Nutritionals (per 12oz serving)

• Calories: 120	• Carbs: 9g
• ABV: 4.5%	
• Sugar: 8g	

Sensory Information

Appearance: Natural blackberry juice color, hazy in appearance with a thin layer of bubbles

Aroma: Notes of freshly muddled mint, highlighted by aromas of freshly picked blackberries and zested lime

Taste: Juicy, ripe blackberry sweetness melds with a hint of fresh berry tartness and underlying notes of refreshing mint

Mouthfeel: Sparkling effervescence enhances the light body and delicate mouthfeel

Finish: Refreshingly clean, with a cooling mint finish

Food Pairings

Blackberry Mojito is a refreshing and not too sweet pairing for a flavorful dessert spread including white chocolate, goat cheese, and apples.



Blackberry Mojito

- SKUs**
- **6pk VP** (12 oz. slim cans)
 - **12pk VP** (12 oz. slim cans)

SKU Priority:

Grocery/Liquor: 12pk VP, 6pk Margarita Standalone (Early 2020), 6pk VP

C-Store: 6pk VP, 6pk Margarita Standalone (Early 2020), 12pk VP



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- Brand Facts**
- 100 Calories (½ the calories & sugar of leading FMBs)
 - 6 Simple Ingredients
 - Nothing Artificial
 - Gluten Free
 - Alcohol from real cane sugar
 - 4.5% ABV
 - 52 week shelf life

Brand Style

- Style: Sparkling Cocktail

Flavored Alcohol Beverage with alcohol from cane sugar

Nutritionals (per 12oz serving)

• Calories: 100	• Carbs: 4g
• ABV: 4.5%	
• Sugar: 3g	

Sensory Information

Appearance: Natural peach color with a slight haze
Aroma: Moderate aroma of sweet peach
Taste: Low, fruit-appropriate sweet and tart balance that enhance the subtle tones of peach
Mouthfeel: Sparkling effervescence that adds to the light body
Finish: Finishes with a hint of peach

Food Pairings

Perfect for a summer plate or passed appetizer course such as prosciutto with cucumber or melon, or shrimp cocktail



White Peach Sangria (Early 2020)

- SKUs**
- **12pk VP** (Flavor addition to current SKU early 2020) (12 oz. slim cans)

SKU Priority:

Grocery/Liquor: 12pk VP, 6pk Margarita Standalone (Early 2020), 6pk VP
C-Store: 6pk VP, 6pk Margarita Standalone (Early 2020), 12pk VP