

INTRODUCING

WHITE CLAW®



HARD SELTZER



LIVE YOUR WAVE

**Lead with
consumers' favorite
hard seltzer brand**

White Claw® is the #1 hard seltzer brand with a 60% dollar share¹, #8 Beer brand and contributed ~\$1B in sales in 2019.²

**Reach new
low ABV
consumers**

Reach new consumers seeking lower alcohol products with White Claw® Hard Seltzer 70 – 3.7% ALC/VOL, 70 Calories, 0g of Sugar and the same great taste.

**Give consumers
new White Claw®
flavors they demand**

In response to over 70k consumer requests³, White Claw® is releasing two new refreshing flavors – Pineapple and Clementine.

Sources: ¹IRI – Total US, MULC + Liquor, Dollar Sales, latest 13 weeks ending 03-15-20. ²IRI – Total US, MULC + Liquor, Dollar Sales, Calendar Year 2019 ending 12-29-19 ³Sprinklr, 2019

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Crafted with quality ingredients, White Claw® Hard Seltzer 70 is made from a blend of seltzer water, our gluten-free alcohol base, and a hint of fruit flavor. Available in two brand new, mouth-watering flavors – Pineapple and Clementine.

Pineapple: a subtle, natural taste of refreshing pineapple – not too sticky or sweet.

Clementine: a burst of light citrus clementine notes – subtle and balanced crisp refreshment.

3.7% ALCOHOL | 70 CALORIES | 0g SUGAR



White Claw® 70
Pineapple 6pk

SINGLE



635985100119

CARRIER



635985000211

SHIPPER/TRAY



635985000235

VIP 12042



White Claw® 70
Clementine 6pk

SINGLE



635985100133

CARRIER



635985000198

SHIPPER/TRAY



635985000204

VIP 12041