

PABST BLUE RIBBON STRONGER SELTZER

8% ABV | 1G OF SUGAR* | NATURAL FLAVORS



WHAT IT IS

A high-ABV hard seltzer from Pabst Blue Ribbon.

- Flavors: Lime and Wild Berry
- Stevia sweetened
- Gluten-free
- 230 calories (per 16oz)
- *1g per 16oz

WHY WE'RE LAUNCHING NOW

- High ABV FMBs grew volume by 0.5% in 2019
- Hard Seltzer is #1 in Dollar Sales Growth YTD 2019 – above Import and Super Premium!
- Hard Seltzer owns a 22.9% share of FMB and growing!
- 90%+ of FMB \$ growth delivered by Seltzer YTD 2019

Source: Nielsen Total US Latest 52 Weeks Through 9/28/19

TARGET CONSUMER

21-29 year-olds who like hard seltzers and high-alc FMBs.

WHY THEY'LL LOVE IT

Pabst Blue Ribbon Stronger Seltzer has low sugar and less calories than others in the high-ABV FMB space. And it's coming from a brand consumers know and love.

INSIGHT

51% of consumers say that low/no sugar is important to them when choosing healthy food/beverages.

Source: Mintel, Aug 2018



NUTRITIONAL COMPARISON (LIME)



	PABST BLUE RIBBON STRONGER SELTZER	MIKE'S HARDER LEMONADE*	BUD LIME-A-RITA**	WHITE CLAW***	SMIRNOFF ICE*
ABV	8%	8%	8%	5%	4.5%
SUGAR (GRAMS/12OZ)	0.6	32	Not listed	2	0
CARBS (GRAMS/12OZ)	2.8	33	29	2	32
CALORIES (PER 12OZ)	171	293	220	100	228

Sources: *Nutritionix.com, **Tapintoyourbeer.com, ***Whiteclaw.com

MERCHANDISE STRONGER SELTZER TODAY!



BASKET RING

Allocate space to Pabst Blue Ribbon Stronger Seltzer to capitalize on this \$\$ growth engine!

Merchandise next to seltzers and 16oz FMBs.

POS KEY VISUALS



PACKAGING / SKUS

Pabst Blue Ribbon Stronger Seltzer will be available in 4pk 16oz cans and single 24oz cans. They can be sold as Single 16oz cans as well.

Lime:



16oz CAN



4pk 16oz CAN



Single 24oz CAN

Wild Berry:



16oz CAN



4pk 16oz CAN



Single 24oz CAN

SUGGESTED PRICE

- 16oz Single: \$1.99
- 24oz Single: \$2.99
- 4pk 16oz: \$7.99

RETAIL EXECUTION

