



INTRODUCING LABATT BLUE LIGHT SELTZER

MAKING SELTZER TASTE GOOD SINCE 2020

An exceptionally light and refreshing hard seltzer with unique fruit fusions providing something missing in the seltzer segment—flavor.



WHY LABATT BLUE LIGHT SELTZER?



Corporate leadership in flavor and FMBs

- FIFCO USA produces **20%** of all FMBs sold in US
- Partners with best flavor houses in the world
- Triple filtered malt base for exceptionally clean taste



Labatt Blue Light Seltzer concepts tested extremely well with a **79%** purchase intent, driven by the *unique flavor combinations*, low calories, and low carbs



Labatt has **84%** Brand Awareness in launch geographies



Hard Seltzers have grown **+243%** and are responsible for driving **52%** of total category growth, with the expectation of segment volume **TRIPLING** by 2023

LABATT BLUE LIGHT SELTZER UPCs

Variety packs account for two thirds of all seltzer volume and are driving 63% of growth



Labatt Blue Light
Seltzer Variety Pack
12pk 12oz Cans



0 70310 01663 3



Labatt Blue Light
Seltzer 12oz
Black Cherry Lime



0 70310 01636 7



Labatt Blue Light
Seltzer 12oz
Tropical Grapefruit



0 70310 01662 6



Labatt Blue Light
Seltzer 12oz Blood
Orange Blackberry



0 70310 01635 0



Labatt Blue Light
Seltzer 12oz
Mango Lemon



0 70310 01661 9

PRICE STRATEGY & SHELF SETS



12pk



POS DISPLAYS

Case Stacker Front



Case Stacker Back



Pole Topper & Floor Graphic

