

# PABST BLUE RIBBON HARD COLD BREW BLACK COLD BREW COFFEE WITH



## A KICK KEY DETAILS

A ready-to-drink hard cold brew coffee with a Pabst Blue Ribbon kick.

- **ABV: 4.2%**
- **Flavor: black cold brew coffee with a hint of sweetness**
- **Calories: ~100**
- **Naturally-occurring caffeine (less than 30 mg per can)**
- **Shelf life: 1 year expected**
- **Suggested PTC: line-priced with PBR Hard Coffee**

## TARGET CONSUMER

21-29 year-olds who like cold brew coffee and are looking for something with a little kick.

## UPCs



4-Pack, 11oz  
Can



Single, 11oz  
Can

## WHY WE'RE LAUNCHING NOW

- **Hard Coffee** has a ton of buzz and early success, and we want to build off of that by extending the brand.
- **Cold Brew coffee** is experiencing the fastest growth among RTD non-alc coffee, and is expected to grow at a **CAGR of 24.7%** in the next 5 years.
- We've gotten a lot of requests for a **non-dairy version** of our **Hard Coffee**.
- **Nearly 1 in 5 (19%) Americans** say they're consuming less dairy for health reasons.

## PACKAGE MOCKUP

