

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, 11 oz
Can



Single, 11 oz
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

