

mike's  
**HARDER®**

**23.5oz**

**Faster, Bigger Growth with 23.5oz**



### Premium = Profit

With 74% more Dollars made per Point of Distribution than the leading FMB value brand, Harder's premium price point will make more money faster.

### Momentum in Convenience

HARDER is moving fast (+18%) and is growing even faster. (+31% in Dollar Sales)

### Grow in Grocery with mike's HARDER Singles

23.5oz is on Fire in Grocery. (+42% in Dollar Sales)



# mike's HARDER Lemonade Lineup



23.5oz LEMONADE

**SINGLE**



635985245834

**SHIPPER/TRAY**



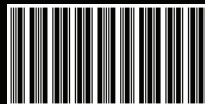
635985245841

VIP 10500



23.5oz CRANBERRY

**SINGLE**



635985249856

**SHIPPER/TRAY**



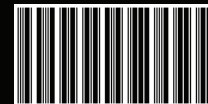
635985249863

VIP 10501



23.5oz.  
BLACK CHERRY

**SINGLE**



635985132158

**SHIPPER/TRAY**



635985132165

VIP 17839



23.5oz PINEAPPLE  
MANDARIN

**SINGLE**



635985800217

**SHIPPER/TRAY**



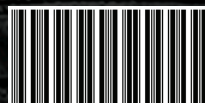
635985800224

VIP 18008



23.5oz MANGO

**SINGLE**



635985258919

**SHIPPER/TRAY**



635985258926

VIP 17878



23.5oz STRAWBERRY  
PINEAPPLE

**SINGLE**



635985132172

**SHIPPER/TRAY**



635985132189

VIP 27955