

# INTRODUCING MIKE'S HARD LEMONADE SELTZER



100 CALORIES  
1g SUGAR  
5% ABV  
GLUTEN FREE

## THE LEMONADE EXPERTS

#1 hard lemonade for over two decades - nobody makes lemonade like Mike's

Mike's brand is strong, growing +22% in 2020<sup>1</sup>

Consumers preferred a seltzer from Mike's over the leading competitive lemonade seltzer<sup>2</sup>

## HIGH PURCHASE INTENT

91% of Next Gen consumers would purchase Mike's Hard Lemonade Seltzer<sup>2</sup>

Next Gen consumers are driving growth in flavorful, better-for-you beverages: +184% in 2020<sup>1</sup>

## INCREMENTAL GROWTH

Mike's Hard Lemonade Seltzer is projected to be 83% incremental<sup>3</sup> to the \$20B Hard Seltzer segment



# THE FULL FLAVOR HARD LEMONADE SELTZER

## BIGGEST LAUNCH IN COMPANY HISTORY

National Marketing Investment, including Paid Media, Social Media, Retail Programming and Tools, eCommerce, and PR Support



## Merchandising and Display Expectations

### MERCHANDISING



*Merchandise with Seltzers*

### DISPLAYS

#### Priority 1

*Display with  
Lemonade  
Seltzers*



#### Priority 2

*Display on  
its Own*



CARTON



TRAY



**VIP: 11300**

**RECOMMENDED PRICING:**  
Line-Priced with  
White Claw

**FLAVORS:**  
Lemon  
Strawberry  
Mango  
Pineapple