

Hard TEA SELTZER

VARIETY 12-PACK



KEY DETAILS

A 100 calorie, low sugar, seltzer-like hard tea with natural flavors and 4% ABV. Hard Tea Seltzer is refreshing and better-for-you, but without sacrificing flavor.

- ABV: 4.0%
- Flavors: Lemon, Peach, Raspberry, and Pineapple Passionfruit
- 100 calories per can
- Sugar content: 4g or less per can, depending on flavor
- Shelf life: 1 year expected

SUGGESTED PRICING

- 100 Index vs. Market Leader (\$15.99)

TARGET CONSUMER

21-34 year-olds who want a refreshing hard seltzer in new, bold tea flavors.

UPC



12-Pack, 12oz Sleek Can

WHY WE'RE LAUNCHING NOW

- In the last 52 weeks, hard seltzers grew volume by 240% and \$\$ by 237% (Nielsen, 6/13/20)
- Hard teas grew volume by 20%, and \$\$ by 22% in the same period
- Hard teas have 30% higher \$ velocity than FMBs
- The top 3 Hard Tea brands account for 99% of \$ sales, and all 3 are higher calorie; there's a clear opportunity for a lower calorie alternative
- 39% of millennials and 32% of Gen Z consumers would be interested in trying a sparkling tea drink

PACKAGE MOCKUP (FPO)

