

Introducing...

SweetWater OASIS™. A fresh and tasty new craft hard seltzer that is clear, crisp, sparkling, and infused with real, organic superfruit.



Infused with electrolytes plus vitamin C and antioxidants from all-natural organic superfruit additions, Oasis is a crisp, clear hard seltzer balancing pleasing carbonation, a touch of flavor, and a steady 5% abv.

ELECTROLYTES • ANTIOXIDANTS • VITAMIN C

Featuring a blast of Electrolytes plus Antioxidants and Vitamin C from real, organic superfruit infusion, “SweetWater Oasis™” will be joining our year-round lineup in February 2021.

Introducing a fresh and tasty new craft hard seltzer that is clear, crisp, sparkling, and infused with real, organic superfruit. Available as a 12pk-12oz can variety pack and a mix of all-natural flavor combos, these premium spiked seltzers feature electrolytes, antioxidants, and vitamin C derived from our real superfruit infusion in the base. The ideal hard seltzer to complement your active ‘adult recess’ lifestyle!

Light, bright, effervescent, and refreshingly tasty with a hint of your favorite all-natural fruit flavors – 100 calories, 1g carbs, 1g sugar and 5% alcohol by volume (ABV), this is the go-to craft spiked seltzer when you want to step up your hard seltzer drinkin’ game.

All-natural, Vegan, Plant-based, Gluten Free, Low Cal, Low Carb, and Low Sugar Base Liquid. Also in base: Electrolytes from Potassium salt additions, plus Vitamin C and Antioxidants from Real/All-natural Organic Superfruit infusion.

- 5% ABV / 100 Calories / 1g Carbs / 1g Sugar

Fermentables: Pure Cane Sugar, Organic Pomegranate (in the base)

4 Flavors: Raspberry-Lemon, Strawberry-Kiwi, Mango-Passionfruit, and Black Cherry Lime



Oasis Seltzer
12pk 12oz Can
6 31234 58112 8

Oasis Seltzer
Mango Passion Fruit 12oz Can
6 31234 58121 0

Oasis Seltzer
Black Cherry Lime 12oz Can
6 31234 58122 7

Oasis Seltzer
Strawberry Kiwi 12oz Can
6 31234 58123 4

Oasis Seltzer
Raspberry Lemon 12oz Can
6 31234 58124 1

FEATURES	BENEFITS
Crisp, Clean, Clear, Bright	Light, Refreshing Taste
Craft/Crafted	Premium, Better Hard Seltzer Proposition – a step up from “domestic” seltzers
Real, Organic Superfruit infusion	Quality, Authenticity, Unique formula
Top fruit flavor combos	What consumers want in a hard seltzer proven by industry sales and surveys. Unique but key flavors
Electrolytes, Vitamin C, Antioxidants	Unique, premium formula with ingredients that aligns to target consumers' lifestyle
100 calories, 1g carbs, 1g sugar, gluten free, vegan, all-natural	Same as above
From SweetWater/SWB-branded	Cooler, More Fun, Tastier, speaks to their lifestyle

Consumer/Shopper Demo:

- 21 – 44, Men and Women (skewing slightly towards men)– looking for a more premium, interesting, and flavorful hard seltzer offering that will complement their active “adult recess” lifestyle. The core hard seltzer drinker, as well as craft and domestic beer drinkers who have made hard seltzer part of their repertoire.
- 29-49, Men and Women, active and health conscious consumers of alcohol (not limited to beer), who also enjoy beverages like La Croix. They’re switching over to hard seltzers given the lower calories, carbs, sugar and gluten free aspects that they also live by with their other food and beverage choices.
- Household Income: \$50k-\$150k

*Sweet spot: 25-34 year old men, indexing towards higher HHI on the scale

Support Data (from SweetWater Consumer Innovation Research):

- Over 92% of consumers surveyed across hard seltzer drinkers and craft beer drinkers that drink hard seltzer (in our target demo) said they’d be Likely/Extremely Likely to purchase this if it were available, based on our description
- We have built our formula per the description and specs that these consumers have declared to be “most appealing” as a hard seltzer offering, and the packaging will feature that in a relevant hierarchy
- 70% of consumers stated that a superfruit infusion would make it more/much more appealing when added to the proposition
- Pomegranate super-fruit infusion was a clear #1 choice among a list of 10 superfruits for those surveyed, as an ingredient they actively seek out when purchasing beverages, foods, and other consumables (ie supplements).
- And it was also a clear winner as the superfruit that they most associate as being rich in antioxidants and a natural source of vitamins
- Our flavor choices are based on the top choices both as standalone fruits and the two-fruit combos. In addition, they are made up of the top selling flavors in the category.
- Oasis was the clear winner after several rounds of surveying, as the most appealing name that best fits our liquid proposition/description.
- Our 5% ABV was declared as “just right” for a hard seltzer by the majority of those surveyed
- 80% of consumers surveyed said they’re Likely/Extremely likely to purchase the SweetWater Oasis 12pk 12oz Can Variety Pack based on this proposition and flavors

