

INTRODUCING

# WHITE CLAW HARD SELTZER ICED TEA



**100 CALORIES**  
**5% ALCOHOL**  
**1g SUGAR**  
**GLUTEN FREE**

## #1 HARD SELTZER

- #1 Dollar Sales
- #1 Volume Sales
- #1 Velocity
- #1 Repeat Rate
- #1 Household Penetration
- #1 Consumer Excitement – 14x the social engagement of the nearest competitor

## NON-ALCOHOLIC TEA IS \$9B SEGMENT

Ready-to-drink tea is one of the fastest growing categories at +22% from 2014-2020

## BETTER-FOR-YOU HARD TEA IS EMERGING

Better For You Hard Tea is on trend and growing +200%

## HIGH PURCHASE INTENT

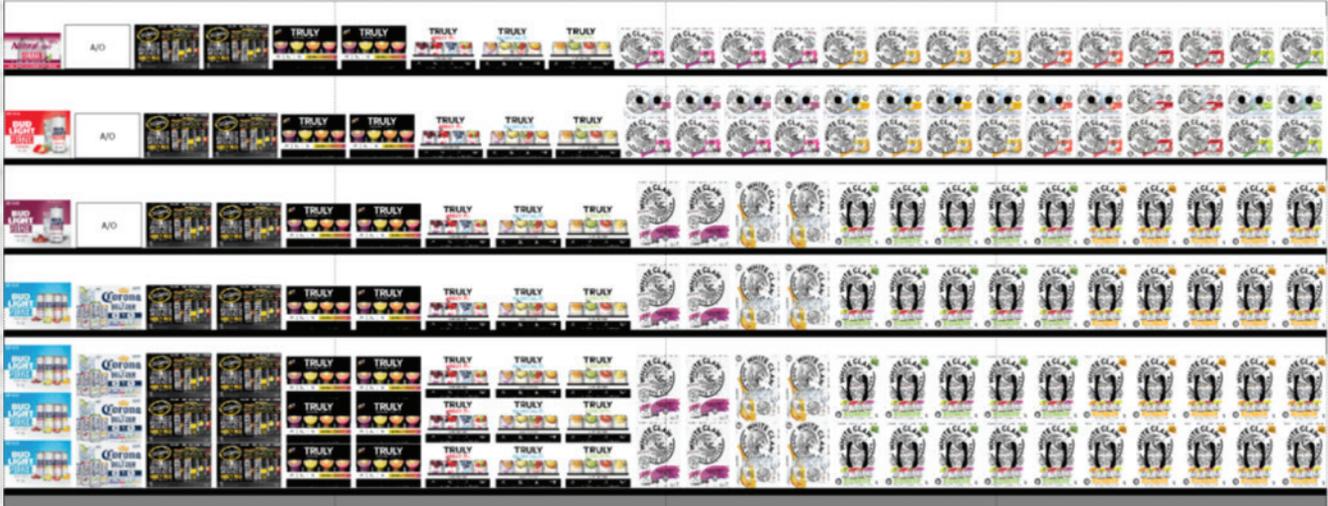
Combining the power of White Claw with the growth of Tea is a winning combination with 4 out of 5 consumers expressing a high purchase intent

Source: 1) IRI, MULC + Liquor, CYTD Ending 11-22-20 2) Sprinklr, Social Listening, Calendar Year to Date Ending 11-12-20 3) Shopper Scorecard Latest 52 Weeks Ending 10-25-20 4) Mintel, US Tea & RTD Tea Reports, August 2019 & 2020 4) Numerator, Concept Survey, November 2020

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# MERCHANDISING & DISPLAY EXPECTATIONS

## MERCHANDISING



**MERCHANDISE WITH SELTZERS, TO THE RIGHT OF WHITE CLAW**

## DISPLAY

### PRIORITY 1



**DISPLAY WHITE CLAW  
TEA ON ITS OWN**

### PRIORITY 2



**DISPLAY  
INCREMENTALLY WITH  
CORE WHITE CLAW  
SKUS**

**VIP: 12555**

**RECOMMENDED PRICING:  
Line-Priced with  
White Claw 12-packs**

**CARRIER**



**SHIPPER/TRAY**



**FLAVORS:**

Lemon  
Raspberry  
Mango  
Peach