

VIZZY™

HARD SELTZER

REASONS TO BELIEVE

**MADE WITH ANTIOXIDANT VITAMIN C
FROM SUPERFRUIT ACEROLA**

- **100 CALORIES***
- **ONLY 1G SUGAR**
- **5% ABV**
- **CERTIFIED GLUTEN FREE**

*Per 12oz

VARIETY PACK 2



12PK 12OZ

SLIM CAN VARIETY PACK

Papaya Passionfruit, Blackberry
Lemon Watermelon Strawberry,
Raspberry Tangerine

**BRAND VIDEO
SCAN**



HARD SELTZER WITH NATURAL FLAVORS






**LAUNCHING:
MARCH 1, 2021**
**SHELF LIFE:
26 WEEKS**

**PRICING GUIDANCE:
PRICE AT PARITY
TO WHITE CLAW**
**PLACEMENT:
WITH OTHER
HARD SELTZERS**

CELEBRATE RESPONSIBLY

©2021 MOLSON COORS BEVERAGE CO., FORT WORTH, TX • FLAVORED BEER

PER 12 OZ., ALL FLAVORS: 100 CALS, 2G CARBS, 0G PROTEIN, 0G FAT

VARIETY PACK 2	PRIMAR Y	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 <p>24 2/12 12OZ AL CAN SL CAR VTR NONE</p>	N/A	 <p>0 34100 00549 8</p>	 <p>0 34100 00550 4</p>
BLACKBERRY LEMON	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 <p>24 LS 12OZ AL CAN SLTRS* 034100000545</p>	 <p>0 34100 00545 0</p>	N/A	N/A
PAPAYA PASSIONFRUIT	PRIMAR Y	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 <p>24 LS 12OZ AL CAN SLTRS* 034100000546</p>	 <p>0 34100 00546 7</p>	N/A	N/A

RASPBERRY TANGERINE	PRIMAR Y	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 <p>24 LS 12OZ AL CAN SLTRS* 034100000547</p>	 <p>0 34100 00547 4</p>	N/A	N/A
WATERMELON STRAWBERRY	PRIMAR Y	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 <p>24 LS 12OZ AL CAN SLTRS* 034100000548</p>	 <p>0 34100 00548 1</p>	N/A	N/A

*Available in Variety Pack 2 only

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with ANTIOXIDANT VITAMIN C
FROM ACEROLA SUPERFRUIT

WHY ANOTHER VARIETY PACK?

- ✓ **Variety packs drive the majority (70%) of hard seltzer volume**

Source: Nielsen Total US xAOC +Conv, Hard Seltzer Sales (CEs) YTD W/E 8/29/20

- ✓ **Vizzy will look to recruit incremental drinkers by launching an additional offering in this space**

VIZZY'S NEW FLAVORS ARE UNIQUE TO THE CATEGORY

- ✓ **These dual flavors scored highly on “Wide Appeal” and “Strong Fit” with Vizzy Concept + Antioxidant Vitamin C claim**
 - Papaya Passionfruit
 - Blackberry Lemon
 - Watermelon Strawberry
 - Raspberry Tangerine

VIZZY VARIETY PACK 2 ALSO HAS

- ✓ **Amazing taste:**
 - Papaya Passionfruit is the highest scoring Vizzy flavor yet for “Purchase Intent” and “Overall Liking”
- ✓ **Vibrant packaging:**
 - 77% of drinkers said they were likely to purchase this package over other hard seltzers
 - 79% of drinkers were interested in purchasing this pack

Source: August Buzzback packaging study, top2box in likelihood to purchase over other hard seltzers and claimed purchase intent

- ✓ **The same antioxidant Vitamin C, great-tasting liquid, and four additional, widely-appealing dual flavors**

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