

WHITE CLAW® HARD SELTZER

THE #1 HARD SELTZER BRAND



#1

Hard Seltzer

White Claw Hard Seltzer is the #1 Hard Seltzer brand with 51% Dollar Share.

Top

Variety Packs

Flavor Collection No. 1 and Flavor Collection No. 2 are the top two Hard Seltzer SKUs.

Top-Selling Flavors

White Claw 24-pack includes top three selling flavors: Black Cherry, Mango and Watermelon.

Source: IRI, MULC + Liquor, CYTD Ending 11-22-20

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Black Cherry: A light, crisp taste with a pleasant combination of tart and sweet. Not too thin or watery, the refreshing flavor has a familiar hint of fruity, mouth-watering sweetness that leaves you wanting more.

Mango: You instantly taste the crisp mango flavor, but without any sulphury or overripe notes. White Claw® Mango bursts with fresh flavor and is extremely sessionable.

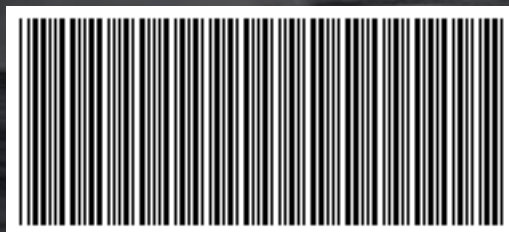
Watermelon: The flavor is alcohol-infused sparkling water with a hint of watermelon, clean and refreshing to taste. You'll notice how natural it tastes, like biting into a fresh watermelon with a hint of the rind coming through.

100 CALORIES | 5% ALCOHOL | 2g CARBS



Variety 24pk

CARRIER



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VIP 12037