

Labatt Blue LIGHT SELTZER

INTRODUCING

LABATT BLUE LIGHT SELTZER LEMONADE

Labatt Blue Light Seltzer Lemonade perfectly balances the crisp, refreshment and drinkability of a seltzer with the bright, tart flavor of a hard lemonade. Flavorful but not overpowering.



Lemonade Growth across Labatt Core



- Lemonade flavored seltzer gained **+8.1** share points in the Hard Seltzer segment in 2020
- Lemonade seltzers drove **20%** of hard seltzer growth latest 26 weeks in the Labatt Core
- Lemonade flavor is **+748.5%** vs. YA in Hard Seltzer latest 26 weeks in the Labatt Core



Variety Packs Continue to Drive Incremental Growth

- Competition shows that 1st variety packs maintain velocity greater than or equal to the 2nd variety pack after launch



Proven Success for Labatt Blue Light Seltzer

- Highest repeat rate of any seltzer since launch at **+27.7%** **
- **75%** of Labatt Blue Light Seltzer sales are incremental (\$ new to category, new to store, or added to repertoire)

Source: IRI Unify, Labatt Core- Beer/FMB/Cider -Hard Seltzer, Total All Products, Assorted/Rotating, Custom Flavor, Custom Pack Size, Custom Oz, Dollar Sales, Dollar Sales CYA, Dollar Sales % CYA, latest 26 weeks ending 12/27/20, YTD2020 *Source: IRI Unify, Labatt Core, Category SKU Level, \$ Sales, Volume sales, \$ Sales Per Stores Selling, LBLS Launch- 12/27/20 **Source: Kantar Retailer Data, Upstate NY, Labatt Blue Light Seltzer 5/3/20-10/17/20. Source: Kantar Retailer Data, Upstate NY, Labatt Blue Light Seltzer 5/3-11/5/20 vs. Prev 26 Weeks

LABATT BLUE LIGHT SELTZER LEMONADE UPCs



Labatt Blue Light Seltzer
Chilled Lemonade Variety
Pack 12pk 12oz Cans



0 70310 01212 3



Labatt Blue Light Seltzer
Chilled Raspberry
Lemonade



0 70310 01416 5



Labatt Blue Light Seltzer
Chilled Lemonade



0 70310 01339 7



Labatt Blue Light Seltzer
Chilled Black Cherry
Lemonade



0 70310 01417 2



Labatt Blue Light Seltzer
Chilled Peach Lemonade



0 70310 01341 0

PRICE STRATEGY & SHELF SETS



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12pk



12pk





DISPLAYS



Labatt Blue Light Seltzer
Chilled Lemonade Variety
Pack 12pk 12oz Cans

XX.99