

# PABST BLUE RIBBON HARD COFFEE

## SALTED CARAMEL FLAVOR EXPANSION



### KEY DETAILS

A sweet and creamy coffee latte with salted caramel flavor.

- ABV: 5.0%
- Made with coffee extract (from Arabica and Robusta coffee beans) and milk.
- Naturally-occurring caffeine (less than 30 mg per can)
- Shelf life: 1 year expected
- Suggested PTC: line-priced with PBR Hard Coffee

### TARGET CONSUMER

21-39 year-olds who enjoy socializing and drinking in higher energy occasions. They're Gen Z and millennials who tend to have a higher income, adventurous eaters and are heavily influenced by social media advertising.

### UPCS



4-Pack, 11oz  
Can



Single, 11oz  
Can

### REASONS TO BELIEVE

- Hard Coffee has a ton of buzz – with over 375 million UVMs and over 43 million social impressions at launch – and we want to build off of that by extending the brand into new flavors and varieties.
- Flavor is the top driver of purchase for 86% of RTD drinkers; well ahead of occasion, price or health considerations. (Mintel, Nov. 2019)
- Our shoppers like to try new things – 46% of RTD Coffee shoppers are either impulse buyers or like to try new things when shopping (Numerator Insights, Nov. 2019)
- Salted Caramel is a trending/emergent flavor growing in popularity (Technomic Ignite Menu Data, Q2 2020).

### FPO ARTWORK

