

Mike's® Hard Lemonade Seasonal Pick:

Pineapple



**Bet on a 21-Year
Proven Winner!**

Mike's is the original hard
lemonade and is the
#1 and most well known
FMB brand.¹

**Make More Money with
Mike's Seasonal Pick**

Mike's Seasonal Pick is
the #8 selling FMB 6pk and
is pulling 31% faster
than last year.²

**Sell What
Consumers Demand**

Consumers crave seasonally
relevant flavors, and 7 out
of 10 would purchase Mike's
Hard Lemonade Pineapple.³



Pineapple 6-pk

Carrier



635985060741

Shipper



635985257257

VIP # 20085