LAUNCH DATE: 3/29/2021





Brand Video SCAN



REASONS TO BELIEVE

EASY-DRINKING, SPIRITED SELTZERS EXPERTLY CRAFTED WITH REAL SPIRITS AND REAL JUICE

- MADE WITH REAL SPIRITS
- 100 CALORIES
- MADE WITH **REAL** JUICE
- 5% ABV

• ZERO SUGAR

SKUs

PRICING GUIDANCE: PRICE AT PARITY TO HIGH NOON

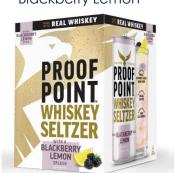
PLACEMENT: PREMIUM SELTZERS

SHELF LIFE: 40 WEEKS

4PK 12 OZ SLIM CANVodka Seltzer with Lime



4PK 12 OZ SLIM CANWhiskey Seltzer with Blackberry Lemon



4PK 12 OZ SLIM CAN

Rum Seltzer with Mango Pineapple



4PK 12 OZ SLIM CAN*

Tequila Seltzer with Grapefruit



Proof Point Scannable Barcodes



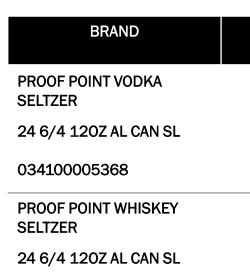
PROOF POINT WHISKEY SELTZER

PROOF POINT RUM SELTZER











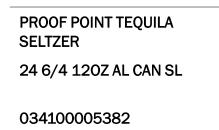
PRIMARY





SECONDARY





PROOF POINT RUM SELTZER

24 6/4 120Z AL CAN SL

034100005399

034100005405





N/A

MOTHER CARTON (OUTER)

N/A

N/A