

LAUNCH DATE: 3/29/2021



Brand Video
SCAN



PROOF POINT™

SPIRITED SELTZERS

REASONS TO BELIEVE

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

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

SKUs

PRICING GUIDANCE: PRICE AT PARITY TO HIGH NOON

PLACEMENT: PREMIUM SELTZERS

SHELF LIFE: 40 WEEKS

4PK 12 OZ SLIM CAN
Vodka Seltzer with
Lime



4PK 12 OZ SLIM CAN
Whiskey 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

	BRAND	PRIMARY	SECONDARY	MOTHER CARTON (OUTER)
	PROOF POINT VODKA SELTZER 24 6/4 12OZ AL CAN SL 034100005368	 0 345361 8	 0 34100 01244 1	N/A
	PROOF POINT WHISKEY SELTZER 24 6/4 12OZ AL CAN SL 034100005399	 0 345391 9	 0 34100 01246 5	N/A
	PROOF POINT RUM SELTZER 24 6/4 12OZ AL CAN SL 034100005405	 0 345401 5	 0 34100 01247 2	N/A
	PROOF POINT TEQUILA SELTZER 24 6/4 12OZ AL CAN SL 034100005382	 0 345381 2	 0 34100 01245 8	N/A