



# Steel Reserve Tiki Series

## REASONS TO BELIEVE

**THE PERFECTLY MIXED COCKTAIL IN A CAN WITH BOLD VACATION FLAVORS THAT BRING ISLAND VIBES TO THE SENSES**

- The high ABV (10-12%) segment is growing **32%** a year
- Opportunity to gain a **first mover advantage** as the **first nationally distributed 10% ABV FMB**
- **79% Top2Box Purchase Intent** with 21-27 YO consumers
- Strawberry Daiquiri has **80% Top2Box Purchase Intent** and Island Punch, a combination of Mango and Pineapple, has the **top 2 trending fruit flavors**

**PRICING GUIDANCE:** Line price to Clubtails

**PLACEMENT:** Adjacent to Clubtails and other FMBS on 16oz shelf

- Do NOT place next to other malts (e.g. Alloy Series) to minimize cannibalization

**SHELF LIFE:** 26 weeks

**Sell Story  
Video Scan**



## SKUs

**STEEL RES DAIQ 24 6/4  
16OZ AL IS CAN HiC TRY**



**034100008734**



**STEEL RES PNCH 24 6/4  
16OZ AL IS CAN HiC TRY**



**034100008741**

