

VIZZY™

MIMOSA HARD SELTZER

REASONS TO BELIEVE

#4 TOP SELLING Hard Seltzer in America

OUTPERFORMS 97% of Hard Seltzer Brands in Dollar Sales

NEW Style of Hard Seltzer - **UNIQUE MIMOSA**

Mimosas are **#2 ON-PREMISE COCKTAIL** with 21-34 YO

SOURCE: IRI Unify; Total MULO+Conv L13w/e 9/26/21, IRI Unify; Total US Food; YTD 5/16/21; SOC L52w/e 4/18/21; IPSOS Concept Test-Vizzy Pipeline & MC Shopper Pulse July IRI Unify

SKUs



**12PK 12OZ
SLIM CAN VARIETY PACK**



**24OZ & 16OZ CAN
Strawberry Orange**



**12PK 12OZ
STRAWBERRY ORANGE PACK
*4/4 RETAIL START**



**MADE WITH REAL ORANGE JUICE &
ANTIOXIDANT VITAMIN C**

- **100 CALORIES***
 - **5% ABV**
 - **0G SUGAR**
 - **GLUTEN FREE**
- *Per 12 oz

**LAUNCHING:
FEBRUARY 28, 2022**

**PRICE GUIDANCE:
PRICE AT PARITY TO WHITE CLAW**

**SHELF LIFE:
40 WEEKS**

**PLACEMENT:
WITH OTHER HARD SELTZERS**

PEACH ORANGE



PINEAPPLE ORANGE



STRAWBERRY ORANGE



POMEGRANATE ORANGE



APPEARANCE

Clear with a hint of natural haze from real Orange Juice

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AROMA

Flavorful and aromatic, with a refreshing blend of juicy peach notes and fresh squeezed orange juice, supported by a hint of dry champagne

Bright & tropical, with ripe, juicy pineapple notes blended with fresh squeezed orange juice and a hint of dry champagne

Bright and juicy, with a blend of fresh squeezed orange juice, ripe, jammy strawberry and a hint of dry champagne

Refreshing and juicy, with fresh squeezed orange juice notes topped with berry-like, seedy pomegranate and a hint of dry champagne

TASTE

Perfectly balanced, with a hint of peach and orange juice sweetness balanced with the tartness of dry champagne

Perfectly balanced, with a hint of pineapple and orange juice sweetness balanced with the tartness of dry champagne

Perfectly balanced, with a hint of orange juice sweetness balanced with the tartness of dry champagne

Perfectly balanced, with a hint of orange juice sweetness balanced with the tartness of pomegranate and dry champagne

MOUTHFEEL

Crisp and refreshing with sparkling effervescence

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FINISH

Refreshing and crisp with a hint of lingering acidity

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