

# Introducing White Claw® Hard Seltzer REFRSHR



100 CALORIES | 5% ALCOHOL | 1G SUGAR

# REFRSHR™



***REFRSHR***<sup>™</sup>

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**REFRSHR™**

**FRESH NEW TAKE  
ON CLASSIC  
CATEGORIES**

**REINVENTING  
REFRESHMENT**

# Introducing White Claw® Hard Seltzer REFRSHR

**REFRSHR LEMONADE**  
Lemonade Refreshed™



**REFRSHR ICED TEA**  
Iced Tea Refreshed™



**Reinventing Extreme Refreshment. Fresh Take on a Classic.**



# What is White Claw® Hard Seltzer REFRSHR?

## PRODUCT

- Reinventing refreshment with a **fresh new take on classic** categories
- Meticulously crafted to deliver the same **sessionability** White Claw is loved for
- **White Claw® REFRSHR Lemonade is an entirely new take on Lemonade**, with unique and refreshing flavor combinations and upscale packaging in four exhilarating flavors for consumers seeking something new & unique
- **White Claw® REFRSHR Iced Tea is a fresh approach to iced tea, setting new standards for sessionability.** Crafted with sustainably sourced brewed tea and certified by the Rainforest Alliance and delivers on just the right sweetness and tartness of natural iced tea

## PACK

- **Upscale and knock-out packaging designed for** bold shelf presence and broad brand appeal that over-delivers on taste and refreshment
- Super-premium packaging design **inspired by luxury streetwear** brands, delivering an exclusive look
- **Meticulously crafted branding elements** to deliver a stunning merchandising block
  - Vertical brand name
  - Iconic White Claw wave on top panel
  - Deconstructed wave pattern (Lemonade) and broken ice (Iced Tea) to cue flavor and refreshment
- Reaffirms White Claw brand **as a true disruptor and innovation leader** in the Seltzer segment



# White Claw® REFRSHR within Brand Framework

## CORE

NO. 1 Hard Seltzer in the World



Single Flavors

## STRONGER

Surge



Stronger Wave of Refreshment - 8% ABV

## BOLDER

Surf



Bolder, Multi-flavor Incomparable Sessionable Taste

## FRESHER

REFRSHR



LEMONADE

ICED TEA

Reinventing Extreme Refreshment. Fresh Take on a Classic



# White Claw® Hard Seltzer REFRSHR validated with consumers

## 84%

of hard seltzer consumers agree that REFRSHR is a **TRENDY** and **COOL** hard seltzer they want to share with friends

## 8 out of 10

hard seltzer consumers agree that REFRSHR is a **UNIQUE** new product and expect it to **TASTE GREAT**



# Lemonade and Iced Tea segments are big and growing!



**130%**

**Growth  
in 2021**

**25M**

**Cases Sold  
in 2021**

**17%**

**of Seltzer  
in 2021**





**REFRSHR™**



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# Lemonade Segment Grows As Consumers Seek New Flavors

**78%**

**Growth  
in 2021**

**12%**

**Share  
of Seltzer in 2021**

**\$596M**

**Dollar Sales  
in 2021**



# Introducing White Claw® Hard Seltzer REFRSHR Lemonade



## Lemonade Refreshed™

Exhilarating flavor combinations  
unlike anything you've ever tasted.

5% ABV

100 Calories

1g Carbs

An entirely new take on Lemonade.



# Launching in a Variety 12-Pack



Top Panel

## Shipping April 25 2022



# Available in Innovative Flavor Combinations



## LIMÓN

*WITH A HINT OF CALAMANSI*

Calamansi is a citrus found in Japan where it is used to deliver an unmatched lemon zest – resulting in the perfect combination with Limón to deliver extreme mouthwatering refreshment.



## BLOOD ORANGE

*WITH A HINT OF BLACK RASPBERRY*

Black raspberries are rarer and distinct from red raspberries that combine perfectly with our Blood Orange to make an extremely refreshing and new lemonade taste.



## BLACKBERRY

*WITH A HINT OF RED CHERRY*

Our delicious Blackberry with a hint of Red Cherry pairs our rich flavorful rounded blackberry with an eclectic mix of red and sour cherry taking refreshment to a whole new level.



## STRAWBERRY

*WITH A HINT OF KIWI*

Refreshing Strawberry delivers authentic ripe berry taste - perfectly complemented with our slightly tart Kiwi which makes for an amazing combination.



# Merchandising and Display Expectations

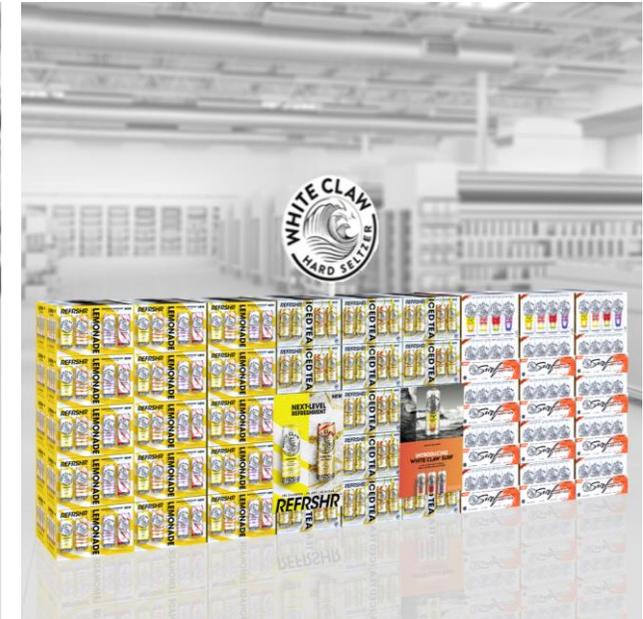
## MERCHANDISE

- REFRSHR Lemonade and Tea merchandised together and/or with premium-priced offering Surf
- Leverage REFRSHR-specific POS at launch; after launch window, shift to equity POS



## LAUNCH DISPLAY

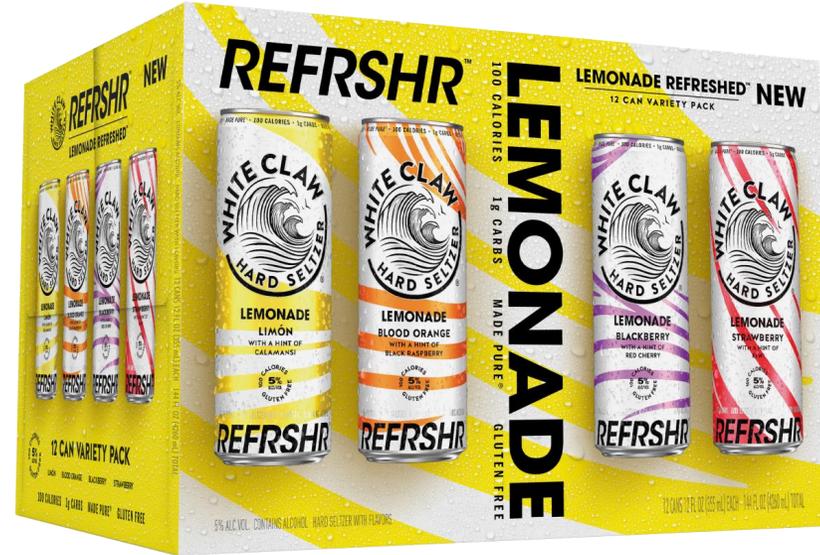
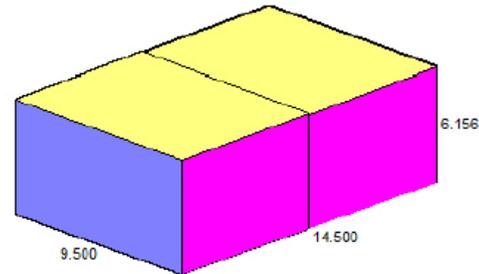
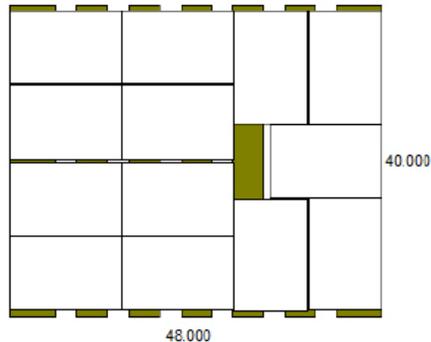
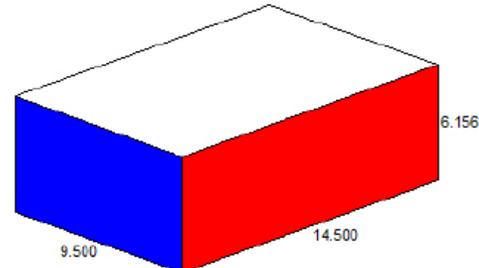
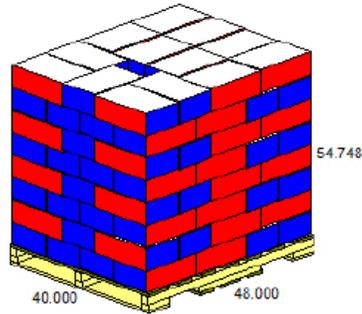
- Prioritize standalone REFRSHR displays with REFRSHR POS
- Consider premium-priced displays including REFRSHR and Surf



# White Claw® Hard Seltzer REFRSHR Lemonade Variety 12-Pack UPCs and Pallet Specs

Product Name 2/12 12 oz Sleek  
 Product Code End Slot Fill  
 Datafile Name 12 pack 12 oz sleek\_draft (5/30/2016)  
 Load Ref. 3 I (Edited)  
 Cube Used 83.1 % 13 Case / Layer  
 Area Used 93.3 % 8 Layer / Load  
 Pallet type 48X40 104 Case / Load  
 Custom Arrangement 2L x 1W x 1H 2 Carton / Case  
 208 Carton / Load

	Length	Width	Height	Net	Gross	Volume
Case (OD)	14.500	9.500	6.156 in	21.000	21.000 lb	0.49 cuft
Product	47.992	38.661	49.248 in	2184.000	2184.000 lb	52.88 cuft
Load	48.000	40.000	54.748 in	2184.000	2234.000 lb	60.83 cuft
Overhang	-0.004	-0.669	in			



VIP Code:  
12800

Carton



Tray



# White Claw® Hard Seltzer REFRSHR Lemonade Can UPCs



Can





**REFRSHR™**



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# Iced Tea Segment Grows As Consumers Seek New Flavors

**750%**

**Growth  
in 2021**

**5%**

**Share  
of Seltzer in 2021**

**\$236M**

**Dollar Sales  
in 2021**



# Introducing White Claw® Hard Seltzer REFRSHR Iced Tea



## Iced Tea Refreshed™

Crafted with sustainably sourced brewed tea and certified by the Rainforest Alliance and delivers on just the right sweetness and tartness of natural iced tea.

5% ABV

100 Calories

1g Carbs

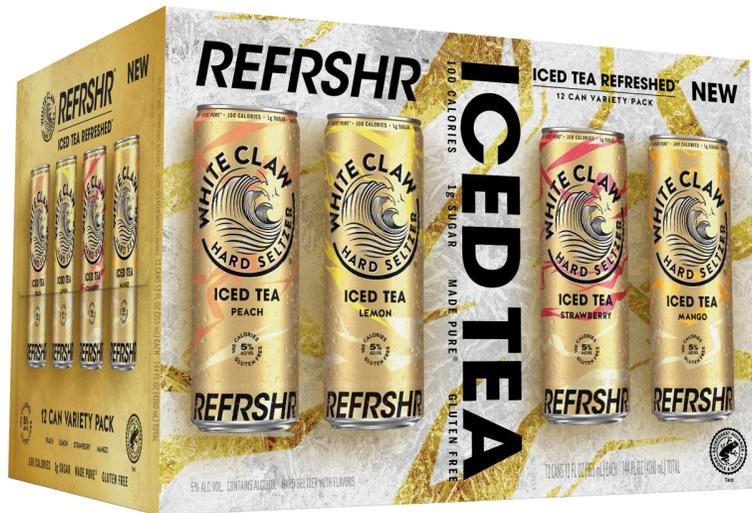
A fresh approach to Iced Tea.



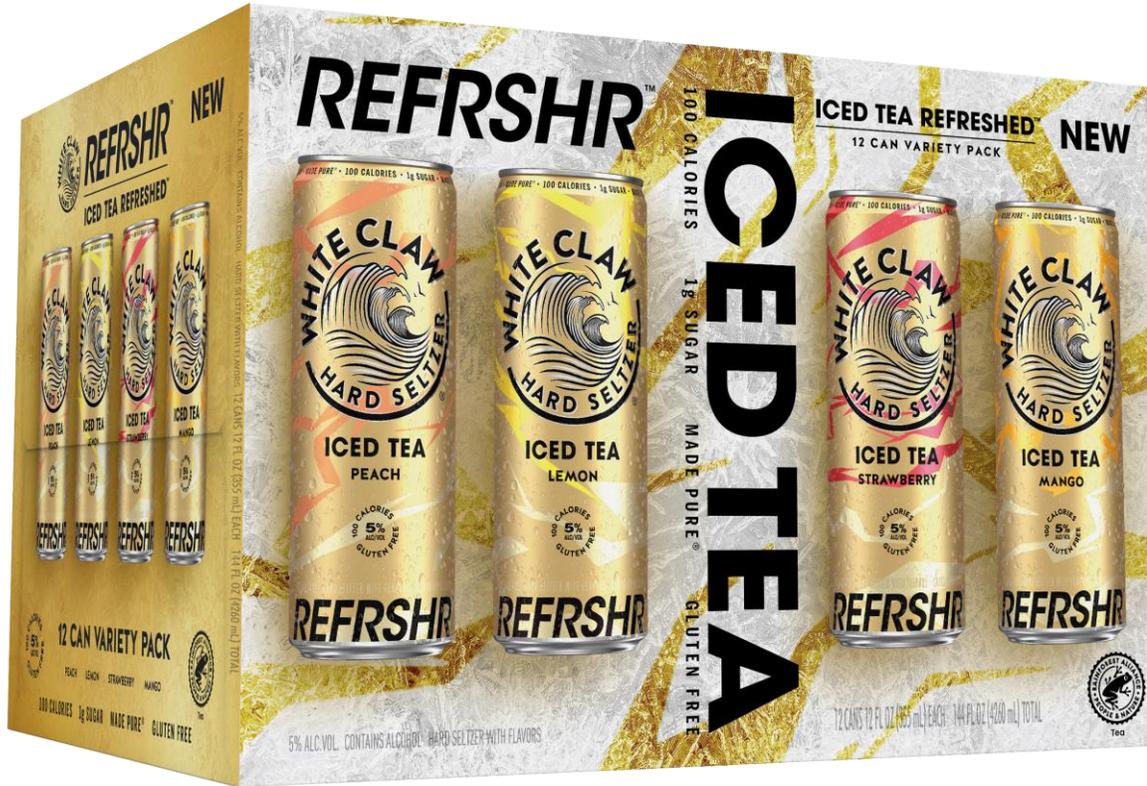
# What is NEW about White Claw® Hard Seltzer REFRSHR Iced Tea?

UPSCALE PACKAGING  
INSPIRED BY LUXURY  
STREETWEAR DESIGN

4 NEW!  
REFRESHING FLAVORS



# Launching in a Variety 12-Pack



Top Panel

## Shipping April 25 2022



# Available in Four Fantastic Flavors



## PEACH

The authentic brewed iced tea taste is perfectly balanced with a ripe peach taste. The perfect balance that delivers iced tea that has never been so refreshing.



## LEMON

A refreshing balance of authentic brewed iced tea taste with juicy lemon notes. The right balance of sweetness and tartness coupled makes this iced tea super refreshing.



## STRAWBERRY

Authentic real brewed tea taste is complemented with delicious ripe strawberry notes. Just the right balance of tartness and sweetness gives it a clean, smooth finish.



## MANGO

A perfect balance of the authentic fresh brewed black tea and beautiful aroma of tropical mango. Authentic brewed iced tea taste with notes of the perfect ripe tropical mango.



# Merchandising and Display Expectations

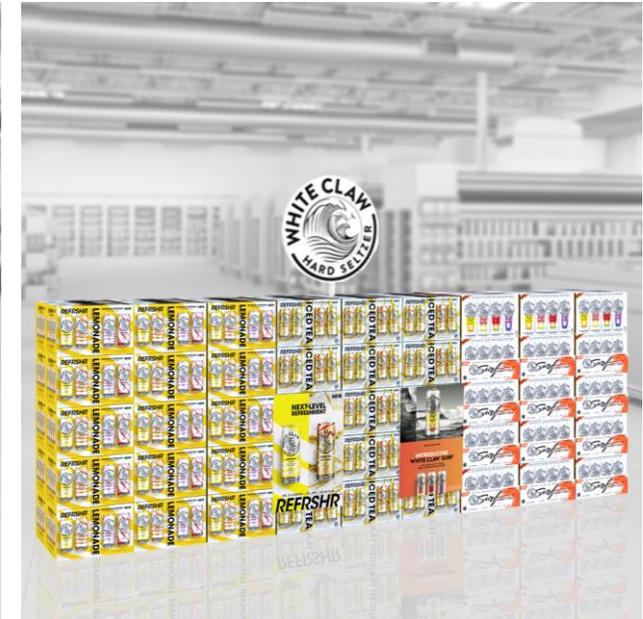
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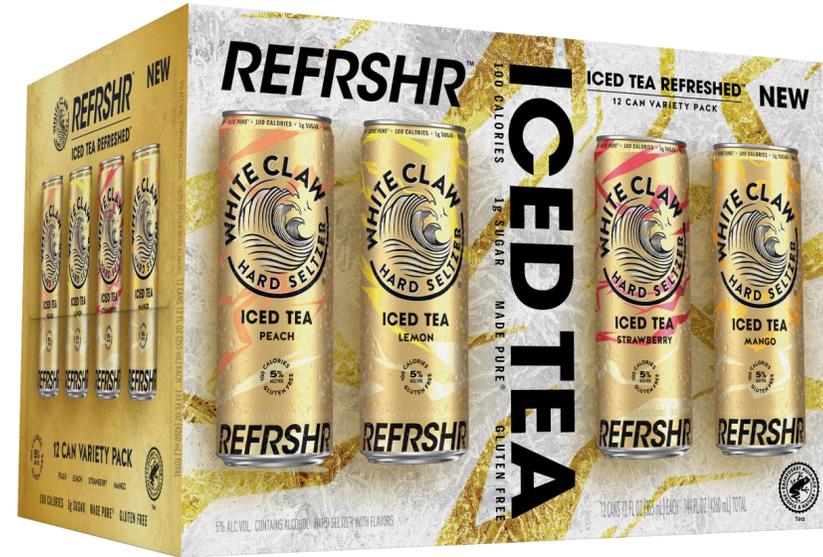
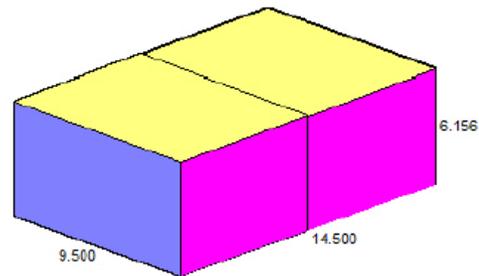
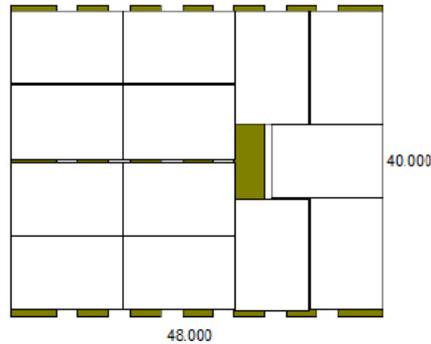
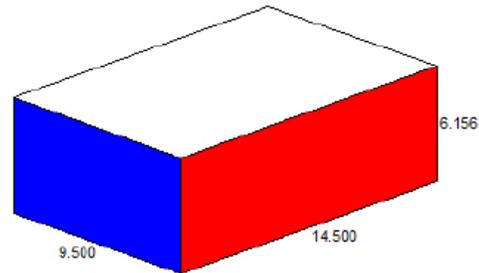
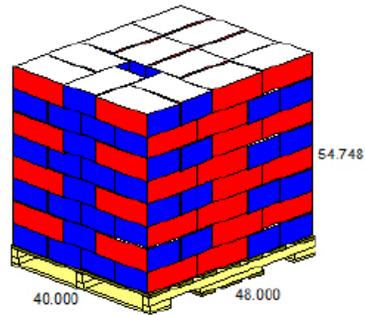
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**Carton**



**Tray**



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6 35985 80032 3



6 35985 80030 9



6 35985 80129 0



6 35985 80031 6

Can

