

BON & VIV™



0.5g 1.7g	0.0g 0.0g	0.0g 0.0g	0.0g 0.0g	0.0g 0.0g	0.0g 0.0g	0.0g 0.0g
CLEMENTINE HIBISCUS	PRICKLY PEAR	CRANBERRY	GRAPEFRUIT	BLACK CHERRY ROSEMARY	LEMON LIME	PEAR ELDERFLOWER

Introducing Bon & Viv™ Spiked Seltzer

The hard seltzer segment is booming, but SpikedSeltzer needs to evolve if we're going to accelerate growth and capture greater share of the market.

That's why we've revamped SpikedSeltzer with a new name, packaging and liquid that will allow us to stand out from the competition and deliver on what consumers want.

Starting on STR 1/28/19, Bon & Viv™ Spiked Seltzer will launch featuring an unbelievable balance of flavor and refreshment with 0g of sugar and 90 calories at a more sessionable 4.5% ABV.



All optimizations have been informed by and validated with hard seltzer drinkers/considerers



From

- 5g sugar, 140 cals, 6% ABV
- Vodka soda recipe design
- Packaging that disappears in sea of white, with poor claim communication
- Segment generic name



To

- Og sugar, 90 cals, 4.5% ABV
- Sparkling water recipe design (grapefruit tested at parity with WC) with 3 unique botanical flavors
- Standout design with improved findability, statistical increase in claim communication
- Ownable strategic name – taste good AND live well