



COFFEE WITH A KICK

WHAT IT IS

A ready-to-drink hard iced coffee with a Pabst Blue Ribbon kick.

- ABV: 5.0%
- Flavor: latte with a hint of vanilla
- Made with coffee extract (from Arabica and Robusta coffee beans) and milk
- Naturally-occurring caffeine (less than 30mg per can)

WHY WE'RE LAUNCHING NOW

Coffee is an untapped segment of the alcohol-based Ready-To-Drink (RTD) market. We are uniquely positioned to fill this need. The RTD coffee market has grown 31% in the last two years, and is projected to grow 67% from 2017-2022. Younger consumers (21-25 years old) make up the largest portion of this market and are driving its growth.

WHY THEY'LL LOVE IT

Pabst Blue Ribbon Coffee is the best of both worlds: iced coffee with a vanilla flavor and an alcohol kick.