


# BUD LIGHT SELTZER LEMONADE

## INTRODUCING BUD LIGHT SELTZER LEMONADE

THE TASTE OF SWEET LEMONADE MEETS THE REFRESHMENT OF SELTZER! WITH FOUR BOLD AND BUBBLY NEW FLAVORS TO CHOOSE FROM, YOU CAN LET YOUR TASTEBUDS DECIDE.



	<b>IGNITE JOB</b> Recruit New Drinkers In	<b>TARGET CONSUMER</b> 21-34, Multi-cultural and FMB drinkers
	<b>GROWTH DRIVER</b> Savor the Flavor	<b>OCCASION</b> Anytime, Easy-Drinking Occasions

<u>BEER STYLE</u>	<u>COLOR</u>	<u>INGREDIENTS</u>	<u>ABV</u>	<u>CALORIES</u>
Hard Seltzer	Cloudy	Water, Cane Sugar & Natural Flavors	5%	100

**FLAVOR PROFILE** The taste of sweet lemonade meets the refreshment of hard seltzer. This Variety Pack includes Original, Black Cherry, Strawberry and Peach Lemonade

**FEATURES** Each flavor is 100 Calories, <1g Sugar, 5% ABV per 12oz

### REASONS TO BELIEVE

**BUD LIGHT SELTZER IS THE #1 AB & #2 INDUSTRY INNOVATION OF 2020**  
Owning 11 Share of Category

Source: IRI Sales YTD SEPT 2020

**LEMONADE IS #1 IN SIZE & #2 IN GROWTH FOR FLAVORED ALCOHOL IN '20**  
Hard Lemonade is 26% of total FMB volume and 23% contribution to growth

Source: IRI MULO CSMA Panel Dec 2019 ?  
Source 2: IRI POS-MULC 02-02-20

**MASS APPEAL IN LINE WITH FRUIT VARIETIES THAT LEAD THE CATEGORY**  
Seltzer Lemonade concept is TWICE as appealing as average concept

Source: Quantitative study with morning consult, Apr 2020, n = 4,500

<b>STR</b>	1/18/2021
<b>Recommended Pricing</b>	In line with other Bud Light Seltzer SKUs
<b>Packs Available</b>	12pk 12oz slim can 25oz Can (Classic, Strawberry) 4pk 16oz Can (Classic, Strawberry)

Enjoy Responsibly The alcohol beverage laws of individual states vary regarding the merchandising and promotion of beers. You should be guided accordingly.

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