

LAUNCHING: March 1, 2021



PRICING GUIDANCE:

Price at Parity to Michelob Ultra
Coors Pure pricing should not be brought down to line price
to Coors Light for promotional or display opportunities

SHELF LIFE:

18 Weeks

PLACEMENT:

Eye-level, Next to
Michelob Ultra

SELLING VIDEO:



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Albany, GA
Per 12 oz, 92 Calories, No Sugar, 3.5g Carbs,
1.2g Protein, 0g Fat



REASONS TO BELIEVE

Elevated Organic Light Lager made with only simple, quality ingredients: Organic Barley, Organic Hops, Water.

- **USDA-Organic Certified** • **92 Calories**
- **Simple, Clean Ingredient Line** • **No Sugar**
- **Only organic beer at this price point** • **3.8% ABV**

SKUs:



12 Pack 12oz
Slim Cans



24 Pack 12oz
Slim Cans



16 oz and 24oz Cans