

# Raspberry Lemonade Brand Fact Sheet

## Brand Story

Vizzy provides all the refreshment and naturally delicious flavor of the seltzers consumers love, but with a better-for-you inclusion of Antioxidant Vitamin C from acerola cherry superfruit.

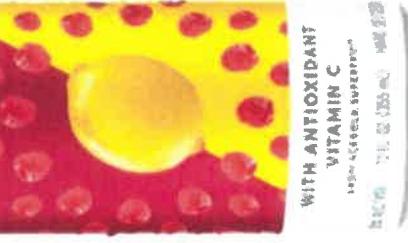
Building on Vizzy's differentiated AOVC credentials, we will introduce a new Lemonade hard seltzer with delicious flavors such as Raspberry Lemonade and Peach Lemonade.

## Brand Style

Hard Seltzer

## Nutritionals - IBU - SRM

Calorie: 100	IBUS:
Carbs: TBD	SRM:
ABV: 5%	Gluten Free



## Sensory:

**Appearance:** Clear with a hint of color and slight haze from natural juice

**Aroma:** Ripe, fresh picked raspberry notes blended with the brightness of fresh squeezed lemonade

**Taste:** Perfectly balanced, with hints of berry sweetness that balances a slightly tart lemonade acidity

**Mouthfeel:** Light and refreshing, with brisk carbonation

**Finish:** Crisp and clean, with a pleasant hint of sweet/tart lemonade

## Brand Facts

- Antioxidant Vitamin C from Acerola Superfruit
- 100 Calories\*
- Gluten Free
- Alcohol from real cane sugar
- 5% ABV
- 40 weeks shelf

\* Available in multipack (12oz slim can), 24oz single flavor can

- \*24oz nutrition label will reflect 210 calories due to rounding calculation. Truly Raspberry Lemonade 24oz single has same calorie counts (100 calories/12oz, 210 calories/24oz).

## SKUs

- 12 PK Variety (12 OZ cans)
- 24oz single flavor can