

Watermelon Lemonade Brand Fact Sheet

<p>Brand Story</p> <p>Vizy 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.</p> <p>Building on Vizy's differentiated AOVC credentials, we will introduce a new Lemonade hard seltzer with delicious flavors such as Strawberry Lemonade and Peach Lemonade.</p>	<p>Brand Style</p> <p>Hard Seltzer</p>		
<p>Brand Facts</p> <ul style="list-style-type: none"> • 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) 	<p>Nutritionals – IBU - SRM</p> <table border="1"> <tr> <td data-bbox="860 829 982 1228"> <p>Calorie: 100 Carbs: TBD ABV: 5%</p> </td> <td data-bbox="982 829 1144 1228"> <p>IBUs: SRM: Gluten Free</p> </td> </tr> </table> <p>Sensory:</p> <p>Appearance: Clear with a hint of color and slight haze from natural juice</p> <p>Aroma: Juicy, fresh pressed watermelon notes accented by the brightness of fresh squeezed lemonade</p> <p>Taste: Perfectly balanced, with hints of ripe watermelon sweetness that balances a slightly tart lemonade acidity</p> <p>Mouthfeel: Light and refreshing, with brisk carbonation</p> <p>Finish: Crisp and clean, with a pleasant hint of sweet/tart lemonade</p>	<p>Calorie: 100 Carbs: TBD ABV: 5%</p>	<p>IBUs: SRM: Gluten Free</p>
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<p>SKUs</p> <ul style="list-style-type: none"> • 12 PK Variety (12 OZ cans) 	<p>SKUs</p> <ul style="list-style-type: none"> • 12 PK Variety (12 OZ cans) 		

