PINEAPPLE MANGO OVERVIEW

Brand Story

Introducing Vizzy, a new and differentiated line of hard seltzers, made with Antioxidant Vitamin C from Superfruit Acerola, juice and natural flavors. Crafted with only 100 calories, certified gluten free alcohol from real cane sugar and a 5% ALC/VOL, Vizzy makes life more refreshing to enjoy.

Available in varieties such as:
Pineapple Mango
Blueberry Pomegranate
Strawberry Kiwi
Black Cherry Lime

Brand Facts & Nutritionals

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

- Available in multipack (12oz slim can), 6pk stand alone, 16oz, 24oz

CONTAINS <1% JUICE

Nutrition Facts

Serving size 1 can	
Amount per serving	
Calories 100	
	% Daily Value
Total Fat 0g	0%
Sodium 30mg	1%
Total Carbohydrate 2g	1%
Total Sugars 1g	
Includes <1g Added Sugars	2%
Protein 0g	
Iron 0.4mg 2% • Vit C 18mg 20%	

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium and potassium.

INGREDIENTS: SPARKLING WATER, CANE SUGAR, NATURAL FLAVOR, PINEAPPLE JUICE CONCENTRATE, CITRIC ACID, SODIUM CITRATE AND DRIED ACEROLA CHERRY JUICE

Brand Style

Hard Seltzer

Why? Because the Hard Seltzer category is projected to reach $2Billion by 2020. And White Claw continues to grow, despite the entrance of over 95 new products in 2019 alone. All of the Vizzy Hard Seltzers have the same level of refreshing carbonation and a hint of delicious fruit flavor, designed for sessionable enjoyment (avoiding bloat) during daytime social occasions.

AATMF

Appearance: A refreshingly clear liquid with a hint of color from natural fruit juice.

Aroma: Juicy tropical notes, with a bright blend of ripe mango and freshly squeezed pineapple juice.

Taste: Perfectly balanced, with a hint of sweetness from pineapple juice that elevates the tartness of natural fruit.

Mouthfeel: Sparkling effervescence adds to the light body and delicate mouthfeel.

Finish: Brisk and refreshingly clean, with a hint of sweetness and a subtle lingering mango.

Vizzy Hard Seltzer SKUs

12pk 12oz slim can (Variety Pack)
6pk 12oz slim cans (Pineapple Mango)
16 oz can single serve (Pineapple Mango)
24 oz can single serve (Pineapple Mango