BLACK CHERRY LIME OVERVIEW

Brand Story

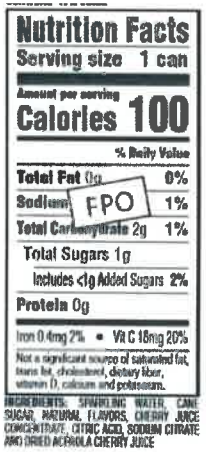
Introducing Vizzy, a new and differentiated line of hard seltzers, made with Antioxidant Vitamin C from Superfruit Acerola, juice and natural flavors. Crafted with only 100 calories, certified gluten free alcohol from real cane sugar and a 5% ALC/VOL, Vizzy makes life more refreshing to enjoy.

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 SKU only (12oz slim can)



Brand Style

Hard Seltzer

Why? Because the Hard Seltzer category is expected 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: Rich aroma of ripe black cherries highlighted by the bright, zesty citrus notes of lime peel.
Taste: Juicy cherry sweetness that is delicately balanced by a refreshing hint of crisp lime tartness.
Mouthfeel: Sparkling effervescence adds to the light body and delicate mouthfeel.
Finish: Brisk and refreshingly clean, with a hint of cherry juice sweetness in the finish.

Vizzy Hard Seltzer SKUs

12pk 12oz slim can (Variety Pack)

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