

LAUNCH DATE:
6/14/21



Coors SELTZER

REASONS TO BELIEVE

COMPLETELY UNIQUE AND LIMITED OFFERING AVAILABLE FOR THIS SUMMER ONLY!

- Unique & buzzworthy new flavor
- Highly appealing design that creates eye-catching retail theater and "instagram-worthy" cans
- Partnership with  CHANGE THE COURSE
- 4.5% ABV
- 90 Calories
- Certified Gluten Free

PRICING GUIDANCE:

Price at parity to Coors Seltzer VP1

PLACEMENT:

Incremental standalone displays, or adjacent to Coors Seltzer & CFOB

SHELF LIFE:

40 Weeks

SKUS

12PK 12OZ SLEEK CANS
Orange Cream Pop

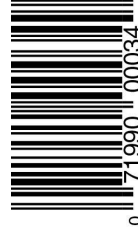


PRIMARY



0 878503 8

SECONDARY



0 71990 00034 9



- A:** Refreshingly clear and effervescent with a slight natural haze
- A:** Bright aromas sweet orange juice perfectly blended with the sweet notes of vanilla ice cream
- T:** A nostalgic blend of orange and vanilla with a touch of sweetness reminiscent of orange cream soda
- M:** Sparkling effervescence adds refreshment and delicate mouthfeel
- F:** Brisk and refreshingly clean with a hint of sweetness