

BRAND FACT SHEET: SUPERBIRD PALOMA

Brand Story

Superbird is made with all natural, premium ingredients – agave nectar for sweetness, grapefruit juice for tartness, and sparkling water

Crafted and canned locally in Tequila, Mexico

Superbird is comparable to what you would get from a great bartender. The brand is a badge to the world that the consumer cares about quality of experience

Superbird represents the paloma (dove) – you'll be flying

The product, cocktail and brand have androgynous appearances and appeal to a wide consumer base, the brand resonates with influencers and communities that range from professional skateboarders to female millennials to golf pros

Brand Facts

Premium & Authentic: A can of Superbird feels like having one of the best cocktails in the world made from your favorite bartender

Early Market Opportunity: The best tasting tequila RTD that uses only 100% pure agave tequila blanco

Quality and Appearance: Different than any other canned cocktail, Superbird is authentic in its quality ingredients and original in its design

Brand Style

Premium RTD

Why? The RTD spirits category experienced 142% growth in 2020 and will be worth an estimated \$1.2 billion in 2021. Superbird provides a premium offering as consumers are looking to trade up from malt-based seltzers

Nutritionals

Calories: 284

Carbs: 45g

No artificial sugars or sweeteners

Abv: 5.9%

Alcohol: 100% blue agave tequila blanco

Shelf life: 72 weeks

Sensory

Appearance: Pinkish hue from real grapefruit juice

Aroma: Freshly squeezed grapefruit accented by bring citrus notes

Taste: Quality tequila, agave nectar for sweetness, grapefruit juice for tartness, and sparkling water

Mouthfeel: Crisp and refreshing, with a brisk carbonation

Finish: Clean and fruitful, with a hint of agave



Pink Grapefruit Paloma SKU

4pk 12 oz Slim Can Single Flavors
(Tequila, Grapefruit Juice, Sparkling Water, Agave Nectar)

BRAND FACT SHEET: SUPERBIRD FREE PALOMA

Brand Story

Superbird Free is the highest quality of refreshing cocktails - made with 100% blue agave reposado tequila, sparkling water, and grapefruit essence.

Crafted and canned locally in Tequila, Mexico.

Superbird is comparable to what you would get from a great bartender. The brand is a badge to the world that the consumer cares about quality of experience.

Superbird represents the paloma (dove) — you'll be flying.

The product, cocktail and brand have androgynous appearances and appeal to a wide consumer base, the brand resonates with influencers and communities that range from professional skateboarders to female millennials to golf pros.

Brand Facts

Premium & Authentic: A can of Superbird Free feels like having one of the best cocktails in the world made from your favorite bartender.

Early Market Opportunity: The best tasting tequila RTD that uses only 100% pure agave tequila reposado.

Quality and Appearance: Different than any other canned cocktail, Superbird is authentic in its quality ingredients and original in its design.

Brand Style

Premium RTD

Why? The RTD spirits category experienced 142% growth in 2020 and will be worth an estimated \$1.2 billion in 2021. Superbird provides a premium offering as consumers are looking to trade up from malt-based seltzers.

Nutritionals

Calories: 95
Carbs: 0g
Sugar: 0g
Abv: 5%
Alcohol: 100% blue agave tequila reposado
Shelf life: 72 weeks

Sensory

Appearance: Clear and carbonated

Aroma: Aged tequila reposado accented by bring citrus notes.

Taste: Quality tequila, grapefruit essence for flavor, and sparkling water.

Mouthfeel: Crisp and refreshing, with a brisk carbonation.

Finish: Clean and fruitful, quality.



Tequila Soda Grapefruit SKU

4pk 12 oz Slim Can Single Flavors
(Tequila, Sparkling Water, Grapefruit Essence)