

BUD LIGHT SELTZER

HARD SODA



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Light like Seltzer. Bold like Soda Pop!



IGNITE JOB

Invite New Drinkers In



GROWTH DRIVER

Savor the Flavor

TARGET CONSUMER

21-35, Co-Ed, Seltzer & FMB drinkers

OCCASION

Casual Get Together, Earned It

Beer Style	Color	Ingredients	ABV	Calories
Hard Seltzer	Slightly Translucent with color	Pure Cane Sugar, Sparking Water, Natural & Artificial Ingredients and colors	5%	100
Flavor Profile	Our flavors are the top 4 in the non-alc soda category. Classic Cola is \$13B annually and 8% growth. Citrus Soda is \$1.7B annually and 21% growth. Orange Soda is \$1B annually. Cherry Cola is \$1B annual and 4% growth			
Features	Per 12oz Serving: 0g Sugar, Gluten-Free			

STR	1/3/2022
Pricing	In line with current BLS packs in market
Packs Available	12pk Variety Pack (Classic Cola, Cherry Cola, Orange Soda & Citrus Soda flavors) 25oz Single, 16oz Single (Classic Cola)

REASONS TO BELIEVE

FLAVOR DRIVES GROWTH

Flavor variety is the #1 purchase driver for Hard Seltzers

(SOURCE: Mintel 2020)

HARD SELTZER DRINKERS LOVE SODA TOO

93% of seltzer shoppers also purchase soda, nearly 20 million households purchase both.

(SOURCE: Numerator 2021)

BLS SODA POP TESTS AT PARITY WITH KEY COMPETITORS

At parity with key competitor in market on Purchase Intent (TB), Appeal, Relevance, and even outperforms on Unique-ness and Brand Fit

(SOURCE: Secondary Shelf Test w/ Primary Assessment, T2B, Aug 2021)

MEDIA SPEND



MARKETING SUPPORT

POS TO SUPPORT LAUNCH

PARTNERSHIPS



Enjoy Responsibly
The alcohol beverage laws of individual states vary regarding the merchandising and promotion of beers. You should be guided accordingly.

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