

BUD LIGHT SELTZER

BUD LIGHT SELTZER HARD SODA

**BOLD LIKE SODA. LIGHT LIKE SELTZER.
ZERO SUGAR.**



IGNITE JOB Invite New Drinkers In	TARGET CONSUMER 21-35. Co-Ed, Seltzer & FMB Drinkers
GROWTH DRIVER Savor The Flavor	OCCASION Casual Get Togethers, Earned It

<u>BEER STYLE</u>	<u>COLOR</u>	<u>INGREDIENTS</u>	<u>ABV</u>	<u>CALORIES</u>
Hard Seltzer	Cola Brown, Orange, Yellow	Pure Cane Sugar, Sparkling Water, Natural Fruit Flavor	5%	100

FLAVOR PROFILE Our flavors are the top 4 in the soda category. Classic Cola is \$13B annually and 8% growth. Mountain Rush (Citrus) 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

REASONS TO BELIEVE

SODA IS A \$30B INDUSTRY AND GROWING

80% of consumers drink soda, >50% drinking on a weekly basis. 70%+ of 18-34yo regularly drink 2+ types of soda.

IRI, Lightspeed/Mintel Carbonated Soft Drinks US, May 2020

HARD SELTZER DRINKERS LOVE SODA TOO

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

Numerator 2021

BLS SODA POP TESTS AT PARITY WITH KEY COMPETITORS

At parity with Truly Punch on Purchase Intent (TB), Appeal, Relevance, and even outperforms on Unique-ness and Brand Fit

Secondary Shelf Test w/ Primary Assessment, T2B, Aug 2021

STR	1/3/2022
Shelf Life	270 Days
Recommended Pricing	In line with current Bud Light Seltzer 12pks in market
Packs Available	12pk 12oz Sleek Variety Pack (Classic Cola, Orange Soda, Mountain Rush, Cherry Cola); 6pk 12oz Sleek Cans (Classic Cola); 16oz and 25oz Single Cans (Classic Cola)

MEDIA SPEND



MARKETING SUPPORT

PARTNERSHIPS

POS TO SUPPORT LAUNCH

