

# BUD LIGHT SELTZER

## COCKTAIL HOUR



<b>STR</b>	04/25/22
<b>Recommended Pricing</b>	In line with existing BLS 12pks
<b>Packs Available</b>	12pk 12oz sleek variety pack (Lime Margarita, Watermelon Mojito, Tropical Punch, Strawberry Daquiri)
<b>Markets</b>	National – all states except UT

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



# BUD LIGHT SELTZER COCKTAIL HOUR

It's seltzer with the taste of cocktails! A new, limited-time only variety pack to enjoy with friends all summer long.

**IGNITE JOB**  
Invite New Drinkers In

**TARGET CONSUMER**  
21-34, Co-Ed Seltzer & FMB Drinkers

**MACRO TREND**  
Savor the Flavor

**OCCASION**  
Casual Get Together, Earned It

Beer Style	Color	Ingredients	ABV	Calories
Hard Seltzer	Colored to reference each cocktail flavor	Water, Cane Sugar & Natural Flavors	5%	100
<b>Flavor Profile</b>	The taste of cocktails meets the refreshment of seltzer! This pack features Lime Margarita, Watermelon Mojito, Tropical Punch, and Strawberry Daquiri flavored seltzers.			
<b>Features</b>	0g Sugar, 2g Carbs, Gluten Free – per 12oz serving			

### REASONS TO BELIEVE

**CONCEPT PERFORMED ON PAR WITH COMPETITION**

Cocktail Hour tested 89% on Purchase Intent and 93% on Appeal

(SOURCE: BLS Cocktails Concept Test)

**THE CANNED COCKTAIL FLAVORS CATEGORY IS LARGE AND GROWING RAPIDLY**

Premixed cocktails is a \$830MM+ category and key brands in the canned cocktail space are growing 170%+ vs. LY

(SOURCE: IRI MULT Oct 2021)

**BOLD FLAVORS ARE DRIVING GROWTH IN THE SELTZER CATEGORY**

Out of all flavor types, bold flavors grew the largest % in volume (25% vs. LY).

(SOURCE: Volumes IRI \$ POS MULT FY 17-20; IRI TUS MULT Nov 2021)

### MARKETING SUPPORT

Social, Digital, Earned Media, Content Creators & Meme Partnerships, Influencers



12pk 12oz sleek variety pack

©2022 Anheuser-Busch, Bud Light™ Seltzer Cocktail Hour (Lime Margarita, Watermelon Mojito, Tropical Punch, Strawberry Daquiri), St. Louis, MO 63118