



Brand Story / History

- The legendary golfer Arnold Palmer popularized this classic non-alcoholic drink back in the 1960s. To this day, it's still synonymous with a refreshing blend of half iced tea and half lemonade.
- Now in partnership with AriZona® Beverages, one of the leading non-alc tea companies in the U.S., an Arnold Palmer is available **SPIKED** with 5% ABV.

Brand Facts

- Made with real juice and real brewed tea
- No carbonation
- Inspired by the classic non-alcoholic Arnold Palmer beverage which has high brand awareness (and a broad consumer appeal)
 - 71% of FMB drinkers are familiar with Arnold Palmer, the non-alcoholic drink
 - 70% of FMB drinkers are familiar with Arnold Palmer, the man
- Partnership with AriZona® Beverages provides tea expertise and strong credentials to the hard tea segment

Brand Style

- Style: Flavored Malt Beverage

Nutritionals

- ABV: 5%

Sensory Information (AATMF)

- **Appearance:** Light amber tea hue, slightly cloudy, no bubbles
- **Aroma:** Real lemon and subtle herbal tea notes
- **Taste:** Natural half iced tea and half lemonade blend; perfectly balanced with a hint of tartness
- **Mouthfeel:** Smooth, easy to drink, no carbonation
- **Finish:** Refreshing, slightly tart lemon

SKUs

- 24oz can
- 6pk 12oz slim cans in a fully enclosed case
- 12pk 12oz slim cans in a fully enclosed case

ARNOLD PALMER SPIKED HALF & HALF



COT Priority

- C-stores: 24oz can
- Grocery and Liquor: 6pk and 12pk 12oz slim cans
- On premise: 24oz can or 12oz slim cans



DISCOVER A SPIKED TAKE ON A CLASSIC

—
HALF LEMONADE. HALF TEA. SPIKED.

CELEBRATE RESPONSIBLY®

©2023 HORNELL BREWING CO., MEMPHIS, TN • FLAVORED MALT BEVERAGE

MALT BEVERAGE WITH NATURAL FLAVORS

**NOW THAT'S
WELL PLAYED**