

HAPPY THURSDAY™



BRAND STORY

Introducing Happy Thursday, a new line of spiked refreshers that are 4.4% ABV, bubble-free, and taste real good. Perfect for those casual but lively hangs when you and your crew can make Friday vibes, anytime. Let loose without losing control and celebrate the upside with Happy Thursday. Because why wait for Friday?

BRAND FACTS

- A21-26 consumers cite carbonation as a major barrier to FAB, so Happy Thursday has zero carbonation.
- Happy Thursday has lower calories and sugar content than competitors providing a unique point of difference that resonates with consumers A21-26.

TASTING NOTES

MANGO PASSIONFRUIT

Bright and juicy mango forward with passionfruit notes in the background and a pop of sweetness.

BLACK CHERRY

Nostalgic black cherry with low sweet/tart notes and a smooth finish.

PINEAPPLE STARFRUIT

Fresh, ripe pineapple forward with tropical notes in the background and a low sweet/tart note in the clean finish.

STRAWBERRY

Fresh, ripe, juicy strawberry with low balanced sweet/tart, and a clean finish.

PRODUCT SPECIFICATIONS

- **STYLE:** Spiked Refresher
- **COLOR:** Slight haze in the pour with beautiful true to fruit color
- **CALORIES:** 120-130
- **SUGAR:** <10g
- **NO CARBONATION**
- **ABV:** 4.4%
- **MALT:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits