

HYDRATING COCONUT WATER • 5% ABV • REAL FRUIT • 0g SUGAR ADDED • GLUTEN-FREE

SUNBOY[®]

**SPIKED COCONUT WATER
VARIETY PACK**

A category-defining ready-to-drink spiked coconut water. All the goodness of hydrating coconut water and real fruit juice, playfully spiked and sparkled. Meets consumer demand for functional, better-for-you alcoholic beverages.



Variety Pack Positioning:

Beer product • Better-for-you
Functional • RTD • All natural

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SPIKED COCONUT WATER WITH REAL FRUIT JUICES



Variety Pack Case Info

Case format
3 x 8 packs 12 fl. oz. Sleek cans



BOTTOM



Variety Pack

An all-season tropical fruit platter made for sharing.

Try all four delightful flavors: Passion Fruit, Pineapple, Tangerine and Mango

VARIETY PACK EXCLUSIVE: MANGO



Passion Fruit

Our most sessionable variety. The naturally tart passion fruit juice cuts through the light sweetness of our coconut water for a delightfully crushable all-day-anywhere beverage.



Pineapple

Like a Piña Colada, but with 80% less sugar and calories. Pineapple and coconut is a classic combination, but our take on the mix is unique: light, not too sweet, and totally refreshing.



Tangerine

Our answer to a mimosa. We love the way zesty tangerine juice mixes with the light nuttiness of coconut water. It's sharp and tangy with a hint of sweetness. A zestfest for citrus lovers.



Mango

Made with real Alphonso mango – known as the “King of Mangos” for its rich flavor – this bright new addition is subtly sweet and endlessly refreshing.



Made with hydrating, hangover beating coconut water

5.0% ABV • No added sugar • Vegan • Gluten-free

80% fewer calories and less sugar than a standard cocktail

Introducing SUNBOY, the world's first ready-to-drink spiked coconut water

A refreshing sparkling alcoholic drink made with hydrating coconut water and premium fruit juices. 5% ABV, all natural, gluten-free, and 0g of sugar added.

With more than three times the potassium of a Gatorade—and 80% less sugar and calories than a typical cocktail—you'll thank us tomorrow morning.

Key points

- Made with hydrating coconut water
- 100% real, premium fruit juices
- No sugar added
- Gluten-free
- All natural
- More than 3x the potassium of a Gatorade
- 80% less sugar and calories than a typical cocktail

Script

Would you like to try the world's first spiked coconut water?

SUNBOY is made with hydrating coconut water, 5% alcohol, and real fruit juices. We have Passion Fruit, Pineapple, Mango and Tangerine. Let's do the whole flight in that order. (Only if asked, say: "Passion Fruit and Pineapple are our top sellers, so we like to start people there".)

SUNBOY is all natural and gluten-free with no added sugar. The light sweetness you taste comes only from the coconut water and fruit juices. These real ingredients make a big difference. We never use anything artificial or fake.

Passion Fruit: Not a sweet drink. Our crispest and most crushable flavor, with only 3g of residual sugar per can. You can drink this all day and into the night and still feel great the next day.

Pineapple: Like a pina colada, but lighter—and with no sugar added. This is our sweetest, but still with no added sugar. 6g of residual sugar from the coconut and pineapple juice.

Mango: Made with premium Alphonso mango, known as the "king of mango" for its rich flavor.

Tangerine: Our answer to a mimosa. Citrus-forward and zesty. A great bunch option.

Coconut water (all flavors): Thanks to our hydrating coconut water, a can of SUNBOY has more than three times the electrolytes of a Gatorade. You'll thank us tomorrow morning ;)

Keep in touch: Follow @drinksunboy for events and promos

What type of alcohol do you use?

We make the best tasting alcohol by fermenting organic sugar cane. It's smooth and flavorless, allowing our real fruit ingredients to shine. This brewed alcohol is technically considered a "beer" (rather than a "spirit") which allows us to sell SUNBOY from grocery stores (rather than being confined to liquor stores).

Where is SUNBOY made?

SUNBOY is based in New York City. We brew in Saratoga Springs, NY.

Where does the coconut water come from?

We are obsessed with coconuts! We have been importing fresh young coconuts from Thailand for more than a decade. This is the exact same premium coconut water, spiked and canned.

When did you launch?

We launched with our first big distributors in New York and Georgia in Spring 2023, followed by Colorado (Fall 2023), South Carolina, North Carolina, Alabama, Virginia, Mass, Illinois, Ohio, and Rhode Island (all Spring 2024).

Why doesn't this taste like coconut water from [brand or country]?

We source a light and neutral tasting coconut water—nothing sour or 'sunscreeny'—to make SUNBOY as refreshing and accessible as possible. We often hear, "I don't like coconut water, but I love SUNBOY." SUNBOY tastes nothing like Vita Coco or other less premium brands of coconut water.

What is a natural flavor?

The natural flavors we use are all plant based and come from the fruits and plants we name on the label. They are made from extracts, essences and juices that are minimally distilled.

Why is there no straight "coconut" flavor?

We use real fruit juices to give SUNBOY the small amount of acidity required to make the drinks shelf stable (and delicious!). We're always working on new flavors in our coconut lab.

Why are there more calories than a traditional spiked seltzer?

SUNBOY isn't a hard seltzer. We proudly use real coconut water and fruit juices, which are slightly higher in calories than the artificial flavors and sweeteners that other brands use. SUNBOY contains as few as 130 calories per can.

Where else can I buy SUNBOY?

To learn more visit drinksunboy.com/find-us. SUNBOY is available in NY, GA, CO, SC, NC and AL. We are sold at Total Wine (NY, GA, CO, SC, NY), Trader Joe's (NY, GA, SC), Whole Foods Market (NY, GA) and Rouses (AL), as well as independent stores, bars and restaurants.