

COCKTAIL STRATEGY



**SUPER
CLAW™**
WHITE CLAW® VODKA X WHITE CLAW® HARD SELTZER

White Claw® has the most loyal customers, with the **highest repeat rate** of all 270+ hard seltzer brands*



50% of White Claw® drinkers also drink vodka weekly and 77% of them mix their White Claw® with Vodka**

*Source: Numerator Omnipanel 1S2WE 7-31-22.

**Source: IPSOS issued a fast facts online survey to shoppers who consumed White Claw in the past month, both men and women, aged 41-49.

THE ULTIMATE COLLABORATION AND SIGNATURE SERVE



RECIPE:

1. Fill a glass with ice
2. Pour in 1.5oz of WHITE CLAW® Flavored Vodka (1oz of WHITE CLAW® Premium Vodka)
3. Top with 3oz WHITE CLAW® Hard Seltzer
4. Add a wedge of lime
5. Enjoy!

RECOMMENDED COMBINATIONS: CONSUMERS CAN MIX AND MATCH BASED ON FLAVOR PREFERENCE



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