

# REDD'S WICKED APPLE BITES™



Launched in 2014, Redd's Wicked is Redd's harder, badder evolution. More than 10 years later, the original in Apple returns with even more bite...Introducing Redd's Wicked Apple Bites at 12% ABV!

## BRAND HIGHLIGHTS:

**#3 Brand** in Higher ABV Flavored Alt with half the distribution of the leading brand.

The crisp apple taste you know and love, now in convenient 7.5oz cans for the perfect way to turn up your night.

## PRODUCT SPECIFICATIONS:

- **STYLE:** ALE
- **FLAVOR:** APPLE
- **COLOR:** GOLDEN AMBER
- **CALORIES:** 229
- **CARBS:** 21
- **ABV:** 12%
- **ALCOHOL BASE:** BEER

### PLACEMENT:

NEAR FLAVORED ALT, CIDER  
OR FLAVORED BEER

### PRICE GUIDANCE:

PARITY WITH SIMPLY SPIKED  
BOLDER; \$18.49 12-PK & 3 for  
\$4/3 for \$5 intro SINGLE

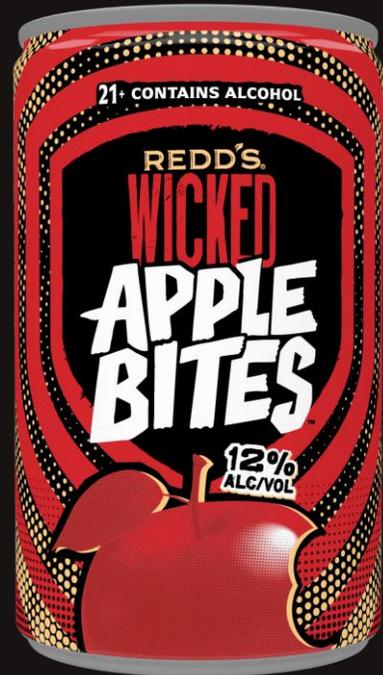
**SKUs**  
40WK  
Shelf Life



12PK 7.5OZ  
MINI CANS  
Apple



# REDD'S WICKED APPLE BITES™



## BRAND STORY

Launched in 2014, Redd's Wicked is 5% Redd's Hard's harder, badder evolution.

More than 10 years later, the original in Apple returns with even more bite...introducing Redd's Wicked Apple Bites at 12% ABV!

The crisp apple taste you know and love, now in convenient 7.5oz cans for the perfect way to turn up your night.

## PRODUCT SPECIFICATIONS

- **STYLE:** Ale
- **CALORIES:** 229
- **ABV:** 12%
- **CARBS:** 21g
- **COLOR:** Golden Amber
- **FLAVOR:** Apple
- **SIZE:** 7.5oz

**SKUs** 40 WK Shelf Life



12PK 7.5OZ  
MINI CANS  
Apple



## PRODUCT DETAILS

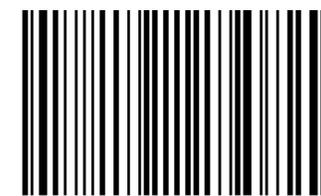
STYLE	ALE
TARGET CONSUMER	C-STORE CONSUMERS 21-44
MARKETS	USA (Excluding: UT, MS, MT)
NUTRITION PROFILE	TBD
ABV	12%
OSKU	712678
PACKAGE DIMENSIONS/ WEIGHT	Can: 4.09 x 2.26 x 2.26in 12pk carton: 9.094 x 6.8125 x 4.1875in
CASE DIMENSIONS / WEIGHT	9.094 x 13.625 x 4.1875in
UNITS PER PALLET	150cs
LAYERS PER PALLET	15
UNITS PER LAYER	10cs
SHELF LIFE	40 wks
PRICING GUIDANCE	At parity with Simply Spiked Bolder



Single



12-pk



Tray