

# Simply SPIKED BOLDER



Our ready-to-drink line of spiked lemonades combines expertly blended alcohol and the BOLD yet refreshing taste of real fruit juice that you can expect from Simply®. **Introducing a line of spiked lemonades in convenient mini cans from the makers of Simply® - with an even juicier 12% ABV!**

REAL  
FRUIT  
JUICE

## BRAND HIGHLIGHTS:

**Higher ABV FAB has grown +45%** over the last three years!

**BOLDER was a Brand Grower** in testing with consumers with strong consumer trial & repeat scores - with opportunities to steal share from key competitors

**Mini cans deliver the size consumers seek.** Consumers are looking for convenient ways to have just the right amount to meet their turn-up occasion quickly.

## PRODUCT SPECIFICATIONS:

- **STYLE:** Flavored Alcohol Beverage (FAB)
- **CARBES:** 14g per can
- **ABV:** 12%
- **Alcohol Base:** Alcohol (Fermented from sugar)  
Does Not Contain Distilled Spirits
- **COLOR:** Hazy in the pour with slight fruit color
- **CALORIES:** 200 per can

## PLACEMENT:

Place single cans next to other higher ABV singles like Buzzballz & Big Sipz. Place 12 Packs next to existing simply VPs

## PRICE GUIDANCE:

**Singles:** next to other higher ABV singles like Buzzballz & Big Sipz.

**12 Packs:** next to existing Simply Spiked VPs

**SKUS**  
52wk  
Shelf Life



12PK 7.5OZ  
MINI CAN

# Simply SPIKED BOLDER



## BRAND STORY

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## BRAND FACTS

- Higher ABV FAB has grown **+45%** over the last three years!
- **BOLDER** was a **Brand Grower** in testing with consumers with strong consumer trial & repeat scores - with opportunities to steal share from key competitors
- **Mini cans deliver the size consumers seek.** Consumers are looking for convenient ways to have just the right amount to meet their turn-up occasion quickly.

## PRODUCT SPECIFICATIONS

- **STYLE:** Flavored Alcohol Beverage
- **COLOR:** Hazy in the pour with slight fruit color
- **CALORIES:** 200 per can
- **CARBS:** 14g per can
- **LIGHTLY CARBONATED**
- **ABV:** 12%
- **Alcohol Base:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits
- **GLUTEN FREE**

## TASTING NOTES

Strawberry Lemonade	
Appearance	A soft, light peach hue with a slight haze that hints at real fruit.
Aroma	Aromas of fresh-picked strawberries and zesty citrus with a touch of jammy sweetness and subtle notes of confectionary candy.
Taste	A blend of bright lemon and ripe strawberry delivers a smooth balance of moderately sweet and sour.
Mouthfeel	Moderate mouthfeel
Finish	The finish is a lingering berry brightness with a dry, slightly alcoholic warming.

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FRUIT  
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