

21+ CONTAINS ALCOHOL

Simply SPIKED BOLDER

5% REAL FRUIT JUICE
SQUEEZED. THEN CONCENTRATED.

PACK A JUICY LITTLE PUNCH



Simply SPIKED BOLDER



BRAND STORY

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!

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.