



FROM THE MAKERS OF SURFSIDE



Super Lyte™

0
BUBBLES

90
CALCS

VODKA + ADE

0
SUGAR

GF

AN INNOVATIVE NEW VODKA-BASED RTD INSPIRED BY CLASSIC SPORTS DRINK FLAVORS, SUPER LYTE IS NON-CARBONATED, EASY TO DRINK AND INCREMENTAL TO THE CATEGORY.



FRUIT PUNCH

ORANGE

LEMON LIME

BLUE CHILL

4 FLAVORS ⚡ 4.5% ALC. BY VOL. ⚡ 90 CALS ⚡ 0 BUBBLES

VODKA + ADE ⚡ 90 CALS ⚡ 0 BUBBLES

Super Lyte™

LAUNCHING MARCH 2026



VARIETY 8 PACK UPC



LOOSE 24 PACK UPCs



WIN WITH SUPER LYTE

SUPER LYTE GIVES RETAILERS AND WHOLESALERS AN OPPORTUNITY IN A NEW RTD CATEGORY WITH INNOVATORS WHO CREATED AND BUILT SURFSIDE.



BUILT BY INNOVATORS

CREATED BY THE TEAM THAT MADE SURFSIDE INTO A NATIONAL POWERHOUSE.



STRONG VISIBILITY

MERCHANDISE IN MULTIPLE AREAS INCLUDING DISPLAY & COLD BOXES.



ADVERTISING

POINT OF SALE, SAMPLING, SOCIAL MEDIA AND BRAND ADVERTISING.



EASY EXECUTION

OFF-PREM; VARIETY 8-PACK ON-PREM; LOOSE 24 CAN CASES

BRAND DETAILS

PACK INFO:

Variety 8 Pack, 2 Cans Each Flavor
12oz Loose Can Cases

PRODUCT INFO :

4.5% ABV | 90 CALS | 0 BUBBLES

PRICING INFO :

Variety 8 Pack SRP; \$16.99-\$19.99
Line-Priced with Surfside

@ DRINKSUPERLYTE ⚡ SUPERLYTE.COM

Party Smart. 21+ Vodka Cocktail. 4.5% Alc. By Vol. (9 Proof). ©2025 Stateside Brands, Philadelphia, PA. Per 12 fl. oz.: Calories: 90; Carbs: 0g; Protein: 0g; Fat: 0g.