



WE'RE HERE TO DISRUPT THE HIGH ABV MARKET WITH ENERGY AND HEART – WE'RE A DRINK THAT GOES WITH YOU, NO MATTER WHERE YOUR ADVENTURE LEADS.

THE DETAILS

- ⚡ Single serve, 15% ABV, FMB
- ⚡ Bold, delicious flavor
- ⚡ Unique, resealable, recyclable containers
- ⚡ Available in 200ml (6.8oz) containers

ENTERING A HOT SEGMENT

- ⚡ High ABV FMBs (10%+) sold over \$1.6 Billion in 2025, nearly 5X the sales since 2020
- ⚡ 10%+ ABV SKU sales are up +30.6% in the last 52W, 7x faster than any other ABV range
- ⚡ 10%+ Single serve small format SKUs have grown +42.3% in sales over the last 52W

© 2025 Lytt. All rights reserved. Lytt is a registered trademark of Lytt LLC.

