



# Angry Orchard Easy Apple

- **Light, easy-to-drink**
  - 4.2% ABV
  - 40% less sugar vs. Crisp
  - 150 calories
  - **AVAILABLE YEAR ROUND: 6pk Bottles**

## TASTING STEPS

<i>Appearance</i>	Hazy Lemon Hue
<i>Aroma</i>	Fresh peeled apple skins
<i>Flavor</i>	Apple forward, mild sweetness
<i>Mouthfeel</i>	Full, Round, mouth coating, light tannins
<i>Finish</i>	Refreshingly dry, light tannins



- **Easy Apple addresses the #1 actual & perceived issue in the category – sweetness**

Improved packaging design for national launch to better communicate “less sweet” (key learning from test)

Unprecedented Angry Orchard new product marketing investment to support launch, including TV & Digital