

FROM THE AWARD WINNING HARD CIDER BRAND*

INTRODUCING NEW
— STRONGBOW —
CHERRY BLOSSOM
HARD APPLE CIDER

THE NEXT BIG THING IN FLAVORED ALCOHOLIC BEVERAGES

- ✓ **HUGE TRIAL POTENTIAL** - higher than the leading hard soda brand¹
- ✓ **DISTINCTIVE RED COLOR** - the first and only red cider to be distributed nationally - will breakthrough at shelf
- ✓ **NO ARTIFICIAL COLORS OR FLAVORINGS** - made from apples and other natural ingredients

RECRUITS NEW CONSUMERS INTO THE BEER AISLE

- ✓ **SOURCES 2/3** from wine, spirits, and FMB drinkers²
- ✓ **UNISEX APPEAL** (approximately 50/50 split)¹
- ✓ Capitalizes on growing **"AT HOME" CONSUMPTION OCCASIONS (+12%)**³

MAXIMIZE YOUR RATE OF SALE

- ✓ **+40% HIGHER REPEAT** vs. hard sodas⁴
- ✓ **+200% ROS BENEFIT** when number of Strongbow SKUs on shelf increases from one to three⁵

**CALL YOUR HEINEKEN
USA OR DISTRIBUTOR
REPRESENTATIVE TODAY
FOR MORE DETAILS**



1. SOURCE: November 2015 Strongbow Concept-Product Test
2. SOURCE: Q2 15 Cider Brand Health
3. SOURCE: Nielsen Scan FDCM + LS2 1/2/16 Total Cider \$% chg. vs. YAG volume
4. SOURCE: Nielsen Homescan AOC LS2 w/e 1/30/16
5. SOURCE: Cognos, Major National Large Format Retailer, Aug 2014-Aug 2015

*STRONGBOW GOLD APPLE WON THE 2014 AND 2015 HIGHEST RATED COMMON CIDER BY TASTINGS.COM

Enjoy Our Products Responsibly.

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CHERRY BLOSSOM TASTE PROFILE

SIGHT: A sophisticated shade of red that evokes rosé wine.

AROMA: A sensuous blend of cherry blossom and red fruit.

TASTE: A subtle sweetness with a ripe apple finish.

FINISH: Bright and bubbly with a cut through finish that is enhanced when served over ice.



4.5% ABV.

GLUTEN FREE

LAUNCH DATE: March 2016 in 6-pack. Will replace Red Berries in 12-pack by June 2016.

PACKAGES: New 6-pack and variety pack



POS:

AVAILABLE FOR TURNKEY SOLUTIONS AND IMAGE TOOLKIT
PRICE CARD, TUCK CARD, COOLER DECAL, SHELF WOBBLER, SLIM FSU



CAPITALIZE ON STRONG MEDIA SUPPORT

27 WEEKS
OF TV

1,500
GRPs

40M+
CONSUMERS REACHED
VIA DIGITAL

50% OF ALL
MEDIA
DEDICATED TO CHERRY BLOSSOM

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