INTRODUCING NEW

- STRONGBOW -CHERRY BLOSSOM

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

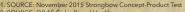
RECRUITS NEW CONSUMERS INTO THE BEER AISLE

- **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 + L52 1/2/16 Total Cider \$% chg. vs. YAG volume 4. SOURCE: Nielsen Homescan AOC L52 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.

©2016 STRONGBOW® Hard Apple Ciders. Produced by Stassen SA. Imported by Bulmers Cider Company, White Plains, NY. CHERRY BLOSSOM NOT YET RATED



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.



STRONGBOW®
HARD APPLE CIDERS

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

1,500 GRPs 40M+

CONSUMERS REACHED

VIA DIGITAL

50% OF ALL MEDIA DEDICATED TO CHERRY BLOSSOM