

Henry's Hard Sodas



- Deliciously Refreshing Hard Soda
- Made with Cane Sugar
- 4.2% ABV
- 6-pk bottles, 16 oz cans



Henry's Hard Ginger Ale

- Ginger flavor on trend
- Growing in beer +134% CAGR
- 90% Refreshing
- 7.2 Liking score (top performer)
- 64% Purchase Intent



"Hard Ginger Ale with balance of ginger and herbal notes"



Henry's Hard Orange

- Growing craft soda flavor
- Growing in beer +54% CAGR
- 79% Refreshing
- 7.0 Liking score (top performer)
- 66% Purchase Intent



"Hard Orange with a fresh and juicy orange flavor"

86% Reach with Ginger Ale and Orange

Henry's Hard Soda is broadly appealing & differentiated



Strong Proposition

68%

Purchase Intent

Highly Incremental

33%

Outside Beer

Great Name

88%

Liked Name

Differentiated

80%

Unique from other FMBs