



HENRY'S —HARD SODA—™

Retailer Sampling Guide 2015



GETTING STARTED

- Chill product in ice prior to event. Henry's should only be served cold.
- Henry's is ready to drink, but pour in a sample cup to highlight the appearance and aroma.
- Display the prototype bottle and carrier to enhance the experience and highlight the iconography.
- Highlight key differentiating ingredients like real cane sugar and natural flavors.
- Highlight key differentiating attributes like the refreshing 4.2% ABV.
- Ask if the retailer gives the Hard Soda “two thumbs up.”



GINGER ALE & ORANGE AATMF

AROMA

Moderate ginger aroma with noticeable spicy and fruity citrus undertones

APPEARANCE

Clear with light gold white wine hue

TASTE

Balance of ginger and herbal notes

MOUTHFEEL

Moderate body

FINISH

Sweet finish



AROMA

Bright orange aroma

APPEARANCE

Bold, orange hue

TASTE

Unique blend of Valencia oranges to impart a fresh juicy orange flavor

MOUTHFEEL

Moderate body

FINISH

Sweetness and orange character



RETAILER Q&A

WHY GINGER ALE AND ORANGE?

- These familiar flavors will expand the segment beyond Hard Root Beer.
- Both are growing soda and alcohol flavors, posting year over year growth.

HOW IS IT MADE?

- Henry's Hard Soda is brewed like a beer with a unique blend of natural flavors.

DOES THE PRODUCT HAVE HOPS & BARLEY?

- Yes, Henry's Hard Soda contains Hops & Barley.

WHAT MAKES HENRY'S HARD SODA DIFFERENT FROM OTHER HARD SODAS?

- Henry's is a hard soda platform featuring familiar flavors made with real cane sugar and refreshing 4.2% ABV.

WHAT'S THE BENEFIT OF CANE SUGAR?

- Cane Sugar has strong consumer liking and quality cues.

HOW MANY CALORIES ARE IN HENRY'S HARD SODA?

- Similar to other competitive products. Ginger Ale has 215 calories and Orange has 192.

WHAT IS THE SHELF LIFE OF HENRY'S HARD SODA?

26 weeks.

