

Introducing Henry's Hard Grape

PROPOSITION:

- A modern take on familiar soda flavors
- Made with real cane sugar
- Refreshing 4.2% ABV
- 80% of consumers believe **Henry's is different** from other flavored beers₁

WHY IT'S WORKING:

- Unique, dual-gender Gen X Target (35-49)
- FMBs are driven by new flavors – new brands/extensions were 11% of FMB volume and 94% of the gains₂!
- Highly incremental: 9% of Henry's volume expected to source outside TAB and 19% incremental to beer₃

WHY GRAPE:

- Henry's Hard Grape has high liking scores amongst consumers

Liking

7.0



7.0



7.2



7.3



- Henry's Hard Grape Soda delivers strong shelf impact



Available SKUs:

- 6pk/12oz bottles
- 3.2% alc/wt 6pk/12oz bottles

Key Dates:

- 12/7 – 12/18 Distributor order date
- January: distributor shipments
- 2/1 Retail Start

1 - Tragon PCT test Sucrose word or phrase rating

2 - Nielsen xAOC+Conv Annual 2015; New brands defined as having sales in 2015 and zero sales in 2014

3 - Bases I

4 – PCT Test

