

LARGE FORMAT - HENRY'S HARD LEMON LIME

Leverage strength of Henry's Hard Sodas brand

- ✓ #1 Brand Family in the Hard Soda segment in case volume
- ✓ Grape & Orange 6 pks are #1 and #2 SKUs in the Hard Soda segment
- ✓ Ginger Ale and Cherry Cola will be discontinued in early 2018

Launch Overview

- ✓ 6 pk 12 oz bottles (No 3.2%)
- ✓ ABV: 4.2%
- ✓ Calories: TBD
- ✓ National Launch: January 8, 2018
- ✓ Pricing: Line-priced with Henry's Hard Sodas
- ✓ New UPC



Lemon Lime has tested very well with consumers

Liking

7.0

7.3

7.3



SKU Priorities

1



2



3



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On-shelf Schematic



- ✓ Place in set with FMBs, with other Hard Sodas
- ✓ Place as close as possible to Not Your Father's & Best Damn Brand Families on shelf

Tools and Media



Media Spend

- ✓ TV
- ✓ Print
- ✓ OOH
- ✓ Digital
- ✓ Strong Social Media presence

Off-shelf Tools

- ✓ Display ready cases
- ✓ Equity Pole Topper

