



NEW SLIM CAN LAUNCHES MARCH, '18



LOW
CARB

ONLY
88
CALORIES

NO
SUGAR

HENRY'S HARD SPARKLING WATER IS LAUNCHING NEW SLIM CANS



OPPORTUNITY WITH BETTER-FOR-YOU DRINKERS

Consumers told us* that calories and sugar matter most when choosing a Hard Sparkling Beverage. Henry's Hard Sparkling new slim can has the lowest calorie and sugar count vs. other major hard sparkling water brands

CALORIES PER SERVING			
Henry's Hard Sparkling	White Claw	Truly	Spiked Seltzer
88	110	100	140

GRAMS OF SUGAR PER SERVING			
Henry's Hard Sparkling	White Claw	Truly	Spiked Seltzer
0	4	1	5

DOUBLING MEDIA SUPPORT

- In 2018, Henry's Sparkling is **doubling its media investment**, vs. last year
- Henry's Hard Sparkling will differentiate by celebrating our product attributes, and welcoming a dual gender target in a fun and authentic campaign

April • May • June • July • Aug

- National TV Coverage
- National and Local PR Support
- Paid Social Media
- Print & Digital Campaigns

2x MEDIA INVESTMENT

REFRESHING TASTING NOTES

- Appearance:** Crystal clear with a sparkling effervescence
- Aroma:** A fresh burst of fruit, that's appetizing, but not overpowering
- Taste:** A subtle hint of crisp fruit, little to no sugary sweetness
- Mouthfeel:** Vibrant carbonation amidst a bright, quenching liquid
- Finish:** Light and refreshing

SKUS AVAILABLE, STARTING MARCH

- 12pk Slim Can Variety Pack
- 6pk Slim Can Lemon Lime
- 6pk Slim Can Passion Fruit



All bottle packs will be hibernated