

Henry's Hard Sparkling Passionfruit



THE SITUATION:

- Healthy beverages are growing
- Non-alcoholic flavored sparkling water is +51%
- Seltzers deliver on an unmet need and have the opportunity to grow FMB the way light beer expanded premium lagers

PROPOSITION:

- A low carb, low calorie, naturally flavored “better for you option” with under 100 calories and only 2.9 grams of carbs

WHY PASSIONFRUIT?

- Broadly appealing to men and women
- Completely unique to Hard Sparkling segment
- Largest flavor in top 10 growing non-alcoholic seltzer flavors
- Fastest growing LaCroix flavor

KEY DATES:

January 9-10: Orders
February 16: WAD
March 1: Retail date

AVAILABLE SKUS:

Passionfruit: 6pk/ 12oz bottles



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AATMF:

Appearance Crystal clear with a sparkling effervescence

Aroma A moderate blend of stone fruit and berry notes coupled with hints of passion fruit

Taste A refreshingly subtle passion fruit flavor with vibrant carbonation

Finish Light and refreshing with a pleasing hint of tartness

Scannable Barcodes:

BRAND	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
HENRY'S HARD SPARKLING PASSION FRUIT			
24 4/6 12 OZ GL LNNR BTL BSK CAT	0 343891 9 034100003999	0 34100 31625 3	0 34100 31633 8

