

Henry's Hard Sparkling Lemon Lime



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 LEMON LIME?

- Broadly appealing to men and women
- \$45MM non-alcoholic size of business
- Growing at +7% off huge base in non-alcoholic sparkling water
- 3rd largest non-alcoholic sparkling water flavor

KEY DATES:

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

AVAILABLE SKUS:

Lemon Lime: 6pk/12oz bottles
Lemon Lime: 3.2% alc/wt 6pk/12oz bottles



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AATMF:

- Appearance** Crystal clear with a sparkling effervescence
- Aroma** A pleasant citrus aroma highlighted by notes of lime and lemon zest
- Taste** A refreshingly subtle citrus flavor with vibrant carbonation
- Finish** Light and refreshing with the perfect balance of tart and sweet

Scannable Barcodes:

BRAND	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
HENRY'S HARD SPARKLING LEMON LIME 24 4/6 12 OZ GL LNNR BTL BSK CAT	 0 343981 2 03410003982	 0 34100 51632 9	 0 34100 51632 1
03410003982 HENRY'S HARD SPARKLING LEMON LIME 24 2/12 12 OZ GL LNNR BTL CAR VTR	 0 343981 2 03410003982	 0 34100 51624 6	N/A
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