

NEW!
SEASONAL



HARD WATER MELON LEMONADE



WATERMELON IS A HOT SUMMER FLAVOR

Purchase intent for Watermelon Lemonade was 3x times higher than any other summer flavor*

REFRESHING YOUR SUMMER FOR 2016

mike's® Hard Watermelon is made with freshly picked watermelons giving you the amazing taste of summer in your mouth

SEASONAL FLAVORS ARE PROVEN PERFORMERS THAT DRIVE PURCHASE INTENT

mike's® Hard Seasonals were the #5 selling FMB 6pk of 2015**



HARD WATERMELON LEMONADE

is off to a great start!



MOUTH WATERING PROFITS!

mike's® Hard Watermelon Seasonal is the #1 watermelon 6-pk in dollar sales¹



CONSUMERS CAN'T GET ENOUGH WATERMELON!

Watermelon is driving the mike's® Hard seasonal velocity +8%, the fastest moving watermelon flavored multipack in total beer²



STACK IT HIGH, WATCH IT FLY!

mike's® Hard Watermelon seasonal generated 61% MORE SALES when on display³



WINNING WITH WATERMELON

At a leading retailer, watermelon drove mike's® Hard Seasonal up +200% and even outsold our #1 sku mike's® Hard Variety 12pk⁴

VIP: 10601



635985060741

6pk



635985010388

Label



635985257257

Shipper