

New!



PEACHES  
ALL YEAR LONG!

# HARD PEACH LEMONADE



## TOP SEASONAL

Peach Lemonade was the top selling seasonal of 2014 and is now available all year long! \*

## HOT FLAVOR TREND

Peach flavor FMBs have grown 178% over the last two years \*\*

## FAST MOVING

Peach Lemonade had 32% higher velocity than the average FMB 6pk as a seasonal \*\*\*

VIP Code 10175



\* Internet Study: 2016  
\*\* IRI All Channels CY 2012-2014  
\*\*\* IRI Velocity April 2014