

OVERVIEW

A completely new option for consumers looking for better-for-you options in the RTD Bev Alc space with clean labels + natural ingredients. This product is first to market in an innovative new space that addresses growing trends towards wellness and quality. Launching in three thirst-quenching, refreshing flavors: Blackberry, Mango, and Mandarin Orange.

KEY DIFFERENTIATORS

- No carbonation
- Coconut water

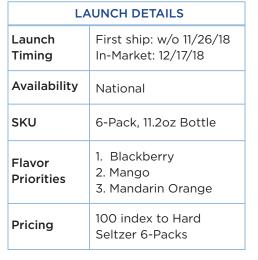
MAIN PURCHASE INTENT DRIVERS - GROUNDED IN SIMPLICITY

- No carbonation = less bloat & improved refreshment
- 90 calories | 1g cane sugar | 2g carbs total
- Light flavor, not sweet = easy to drink
- Coconut water
- Clean label with simple, natural ingredients

PACKAGING









360 ACTIVATION SUPPORT



CREATIVE

Giveaways

PACKAGING & PRODUCT SPECS

PRODUCED ASSETS: Available on NAB MERCH FIRST SHIP: 12/3/18		BLACKBERRY	
Merchandisers	Permanent Rack Mini Permanent Rack	PURA	6pk Carrier
Display Enhancers	Market Umbrella Pole Topper Base Wrap Lenticular Standee	0 70310 01541	Decision Decisi
Dealer Loaders	Sling Chair Rolling Cooler	MANGO	



MANDARIN ORANGE





and display standards

DIGITAL ASSETS: Available for download on NAB Asset Site 11/15/18 Print Posters, Case Card, Cooler Cling, etc. Media OOH **Radio Scripts** :15 Videos

Banner Ads Print Ads Truck Decals

CONFIGURATION		
Package	4/6 11.20z Bottle	
Case Dimensions	L 15.750in x W 10.750in x H 8.750in	
Case Weight	33lbs	
Pallet Dimensions	9 units/layer x 8 layers/pallet = 72 units/pallet	
Pallet Weight	2,376lbs	
Shelf Life	6 months	

Mother Carton

PURA



Wearables, Sunglasses, Frisbees, and more