



INTRODUCING REDD'S WICKED BLACK CHERRY

NATIONAL LAUNCH : 8/3/2015

Redd's Wicked Black Cherry is the refreshingly hard 8%ABV ale that inspires drinkers to break their routine.

FLAVOR PROFILE / AATMF:

REDD'S WICKED BLACK CHERRY IS 8% ABV

A refreshingly hard ale with a smooth, crisp, clean finish

Appearance: Dark golden copper hue with light carbonation

Aroma: A fresh, sweet black cherry scent with nuances of apple

Taste: Fresh juicy black cherry notes perfectly balanced by crisp apple

Mouthfeel: Smooth, moderate body

Finish: Light, Crisp apple black cherry finish



AVAILABLE SKUS:

- 12pk/10oz cans
- 24oz Can
- 16oz Can

MEDIA SUPPORT:

- TV inclusive of high profile cable, sports, news and late night
- Digital, Print, OOH Support
- Pre-seed flavor launch through social media

facebook

VH1

ESPN

YouTube

twitter

BET

SPIKE

FX

