

INTRODUCING REDD'S BLUEBERRY



Retail Timing: 2/1/2017-Sustaining
Distributor Ordering: December 2016
In Warehouses: January 2017

- Blueberry is the perfect proven flavor and consumers are begging for its return!
- Redd's Limited Pick Blueberry was in the **TOP 5 fastest moving** new flavored malt/ciders in 2016



ALL Packages converting:

- 6pk bottle (Full Strength and 3.2%)
- 12pk bottle (Full Strength and 3.2%)
- 16oz Can (Full Strength and 3.2%)

February 2017: Green Apple Discontinued, UPCs convert to Blueberry

Brand	Primary	Secondary (Inner)	Mother Carton (Outer)
Redd's Blueberry 24/2/12 12oz GL LNNR BTL CAR TRY 034100003456			N/A
Redd's Blueberry 24/6/4 16oz STD CAN HiC TRY 034100003463		N/A	N/A
Redd's Blueberry 24/4/6 12oz GL LNNR BTL BSK CAT 034100003456			

