

# Stella Artois Spritzer

## ANTICIPATING THE NEXT CIDER TREND



Our ask:  
Full time 6pk Cans

- 1. Become the fastest growing premium cider*
- 2. Drive "makes occasions more special" and consumption Frequency during weekdays*

### CONCEPT

**STELLA  ARTOIS<sup>®</sup>**

**NATURALLY GLUTEN FREE**

A light, refreshing white cider with a crisp green apple and hibiscus flavor that is perfect for get-togethers with friends.