



Introducing CACTI: A 7% ABV Agave Spiked Seltzer made with 100% premium blue agave from Mexico and natural flavors for a refreshing and bold taste.

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|---|---|
| IGNITE JOB ----- Recruit In | TARGET CONSUMER ----- Multi-cultural, LDA-29 |
| GROWTH DRIVER ----- Savor the Flavor | OCCASION ----- Social Occasions |



| Beer Style | Color | Ingredients | ABV | Calories |
|-----------------------|--|--|-----|----------|
| Seltzer | Clear | 100% premium blue agave, natural flavors, and a hint of lime juice | 7% | 150 |
| Flavor Profile | Natural fruit flavor, with a refreshing taste and bold finish | | | |
| Features | 7% ABV, made with 100% premium blue agave from Mexico and a hint of lime juice | | | |

REASONS TO BELIEVE

Travis Scott is founder and creator of CACTI and has certified his status as a cultural icon.

In addition to his music career, Travis has become the king of culture through successful collaborations with McDonald's, PlayStation, Fortnite, Nike, and many others.

Bolder flavor and 7% ABV

CACTI is made with 100% premium blue agave from Mexico and the most desired flavors in the seltzer category to create a bolder flavor profile.

90% purchase intent with target consumer.

Target consumers (21-29 multicultural) represent a \$500MM/year opportunity by 2025.

STR

3/15/2021

Recommended Pricing

8pk VP: Line-priced to leading seltzer 12pk 16 oz: Line-priced to Michelob Ultra Seltzer 25oz: Line-priced to Michelob Ultra Seltzer

Packs Available

8pk VP, 12 oz sleek (Lime, Pineapple, Strawberry)
16oz: Pineapple
25oz: Lime & Pineapple

MARKETING SUPPORT

Drive brand awareness with Travis Scott's LDA following across massive social network of 45MM+

360 support with world-class creative from a brand visionary

Drive trial and repurchase by overinvesting in POCM and sampling support

Enjoy Responsibly
The alcohol beverage laws of individual states vary regarding the merchandising and promotion of beer. You should be guided accordingly.

© 2021 Meadow Creek Beverage Co. In Association With Anheuser-Busch LLC CACTI™ Agave Spiked Seltzer, Pineapple, Lime, Strawberry, IRC Beer, (Alc In TX), St. Louis, MO 63118



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UPCs

///
LIME
///
PINEAPPLE
///
STRAWBERRY

9pk VP, 12 oz sleek - Carrier



///
LIME

25oz Unit



///
PINEAPPLE

16oz Unit



25oz Unit

