12PK RETRO SUMMER VARIETY PACK

A new, limited-time only variety pack with nostalgic flavors and look, to enjoy with friends all summer long!

IGNITE JOB	TARGET CONSUMER
Invite New Drinkers In	21-35, Co-Ed
GROWTH DRIVER	**OCCASION**
Savor the Flavor	Anytime, Easy-Drinking Summer Occasions

BEER STYLE	COLOR	INGREDIENTS	ABV	CALORIES
Hard Seltzer	Cloudy	Pure Cane Sugar, Sparkling Water, Natural Fruit Flavor	5%	100

FLAVOR PROFILE	Light and refreshing with a hint of fruit flavor. This variety pack features Blue Raspberry, Cherry Limeade & Summer Ice
FEATURES	<1g Sugars, 2g Carbs, Gluten Free – per 12oz serving

REASONS TO BELIEVE

We have winning flavors that are unique

- Summer Ice tastes like the summer favorite from the 90's - blueberry, cherry and lemonade
- Unique flavors that will entice consumers to try: Blue Raspberry, Cherry Limeade & Summer Ice all have >95% purchase intent

We have a unique pack design that is fun & relevant in culture

- Tie Dye is nostalgic and is making a comeback'
- >90% of 21-34 YO agree the pack 'is great for summer parties and is fun'
- Pack has 87% purchase intent

TODAY

STR	6/14/21 - 8/29/21
Recommended Pricing	In line with existing BLS 12pks, 24pk whiteboxes
Packs Available	12pk 12oz sleek variety pack (Blue Raspberry, Cherry Limeade, Summer Ice) ; 24pk 12oz sleek whitebox (Cherry Limeade)

MARKETING SUPPORT

$10M MEDIA SPEND

PARTNERSHIPS, COLLABS & MERCH

POS TO SUPPORT LAUNCH

ANHEUSER-BUSCH