

BLUEBERRY POMEGRANATE OVERVIEW

Brand Story

Introducing Vizzy, a new and differentiated line of hard seltzers, made with Antioxidant Vitamin C from Superfruit Acerola, juice and natural flavors. Crafted with only 100 calories, certified gluten free alcohol from real cane sugar and a 5% ALC/VOL, Vizzy makes life more refreshing to enjoy.

Available in varieties such as:

- Pineapple Mango
- Blueberry Pomegranate
- Strawberry Kiwi
- Black Cherry Lime

Brand Style

Hard Seltzer

Why? Because the Hard Seltzer category is projected to reach \$2Billion by 2020. And White Claw continues to grow, despite the entrance of over 95 new products in 2019 alone. All of the Vizzy Hard Seltzers have the same level of refreshing carbonation and a hint of delicious fruit flavor, designed for sessionable enjoyment (avoiding bloat) during daytime social occasions.

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Appearance: A refreshingly clear liquid with a hint of color from natural fruit juice.

Aroma: A complex blend of dark berries, highlighted by blueberry jam with underlying floral and seedy pomegranate notes.

Taste: The fresh, juicy taste of mixed berries, balanced with a subtly sweet and tart hint of pomegranate.

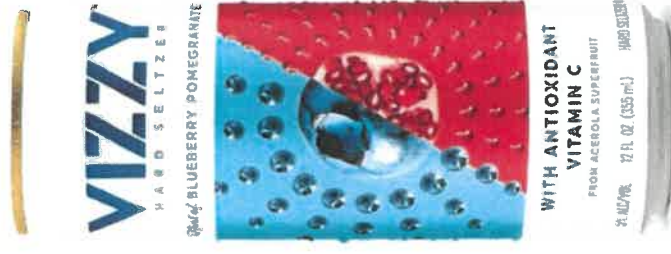
Mouthfeel: Sparkling effervescence adds to the light body and delicate mouthfeel.

Finish: Brisk and refreshingly clean, with a hint of sweetness and a subtle lingering blueberry.

Brand Facts & Nutritional

- Antioxidant Vitamin C from Acerola Superfruit
- 100 Calories
- Certified Gluten Free
- Alcohol from real cane sugar
- 5% ABV
- 40 weeks shelf
- Available in multipack SKU only (12oz slim can)

Nutrition Facts	
Serving size	1 can
Amount per serving	
Calories	100
	% Daily Value
Total Fat 0g	0%
Sodium 35mg	1%
Total Carbohydrate 2g	1%
Total Sugars 1g	
Includes <1g Added Sugars	2%
Protein 0g	
100% Daily Value is based on a diet consisting of 100% VIZZY HARD SELTZER.	
*Percent Daily Values are based on a diet of 100% VIZZY HARD SELTZER.	
ANTIOXIDANT VITAMIN C FROM ACEROLA SUPERFRUIT, BLUEBERRY, PINEAPPLE MANGO, STRAWBERRY, BLACK CHERRY LIME, SUGAR, ACEROLA JUICE, POMEGRANATE JUICE, CITRIC ACID, SODIUM CITRATE AND DRIED ACEROLA CHERRY JUICE.	



Vizzy Hard Seltzer SKUs

12pk 12oz slim can (Variety Pack)