

# STRAWBERRY KIWI 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 expected 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.

## AATMF

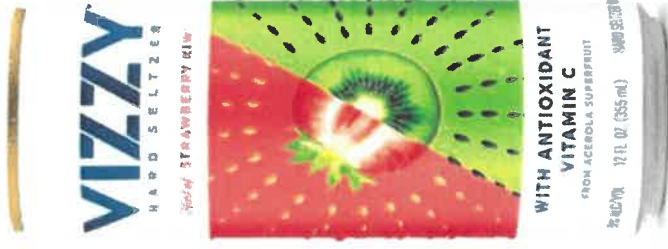
**Appearance:** A refreshingly clear liquid with a hint of color from natural fruit juice.

**Aroma:** A juicy blend of ripe strawberry with subtle undertones of green melon and freshly cut kiwi.

**Taste:** Well balanced, with fresh strawberry sweetness that melds seamlessly with a hint of kiwi tartness.

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

**Finish:** Brisk and refreshingly clean, with a touch of sweetness in the finish.



## Vizzy Hard Seltzer SKUs

12pk 12oz slim can (Variety Pack)

## Brand Facts & Nutritionals

- 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 30mg 1%

Total Carbohydrate 2g 1%

Total Sugars 1g

Includes 1g Added Sugars 2%

Protein 0g

Iron 0.4mg 2% • Vit C 15mg 20%

Iron is a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium and potassium.

INGREDIENTS: SPARKLING WATER, CANE SUGAR, NATURAL FLAVOR, KIWI JUICE

CONCENTRATE, CITRIC ACID, SODIUM CITRATE

AND Dried ACEROLA CHERRY JUICE