



Brand Video



BRAND FACTS

A NEW, REFRESHING HARD SELTZER born from Coors with a higher purpose to give back

- Strong repeat purchase rate :~2x compared to Bud Light Seltzer launch
- Each 12 Pack sold helps restore 500 gallons of clean water back into America's rivers
- Huge marketing plan: +60% increase over 2020 reaching 90%+ of 21-34yo each month May-Aug
- 4.5% ABV, 90 Calories, Certified Gluten Free, Alcohol from real cane sugar

CATEGORY

The Hard Seltzer category is projected to grow upwards of \$4.7 billion by 2022. Coors is a strong brand rooted in quality, refreshment, and sustainability, making it a natural fit for the seltzer category.

BRAND STORY

Introducing **Coors Seltzer**, a hard seltzer made with a mission to taste good and do good. 80% of America's largest rivers are drying up so we decided to act. Coors Seltzer has partnered with Change the Course, a leading water restoration initiative, to develop a simple and effective plan. Each pack of Coors Seltzer sold restores 500 gallons of clean river water. With help, we can restore billions of gallons each year. Crafted with only 90 calories, certified gluten free alcohol from real cane sugar, and a 4.5% ALC/VOL, Coors Seltzer makes giving back taste good.

- 4.5% ABV
- 90 Calories
- Certified gluten free
- Alcohol from real cane sugar



A: Pure and refreshingly clear with a brilliant clarity.

A: Juicy tropical notes of freshly sliced, ripe mango.

T: Crisp and perfectly balanced, with a hint of sweetness that elevates the juicy mango notes.

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

F: Brisk and refreshingly clean, with a hint of sweetness and a subtle lingering mango.



A: Pure and refreshingly clear with a brilliant clarity.

A: Natural citrus aromas of freshly squeezed lime juice, highlighted by bright lemon zest.

T: A hint of sweetness that is delicately balanced by a refreshing hint of crisp citrus tartness.

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

F: Brisk and refreshingly clean, with a subtle hint of lemon-lime in the finish.



A: Pure and refreshingly clear with a brilliant clarity.

A: Rich aromas of ripe black cherries, blended with the subtly sweet notes of pie cherries.

T: Juicy cherry sweetness that is delicately balanced to accentuate the bright aromas.

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

F: Brisk and refreshingly clean, with a hint of cherry juice sweetness in the finish.



A: Pure and refreshingly clear with a brilliant clarity.

A: Bright citrus aromas of freshly squeezed grapefruit juice with a hint of grapefruit zest.

T: Crisp and perfectly balanced, with a hint of sweetness that highlights natural grapefruit tartness.

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

F: Brisk and refreshingly clean, with a grapefruit zest in the finish.



Brand Video

Coors Seltzer

REASONS TO BELIEVE

THE FIRST HARD SELTZER ROOTED IN A HIGHER PURPOSE TO GIVE BACK

- Each 12 Pack sold helps restore 500 gallons of clean water back into America's rivers
- Partnership with  CHANGE THE COURSE
- Strong repeat purchase rate – above Corona & BL Seltzer
- 4.5% ABV, 90 Calories, Certified Gluten Free

SKUs

12 pack Variety
Black Cherry, Mango,
Lemon Lime, Grapefruit



8/31/20

16 oz Single Can*
Black Cherry



8/31/20

24 oz Single Can
Black Cherry



8/31/20

24 oz Single Can
Mango



2/1/21

24 pack Variety
Black Cherry, Mango,
Lemon Lime, Grapefruit



LAUNCH DATE: 2/1/21

PRICING GUIDEANCE:

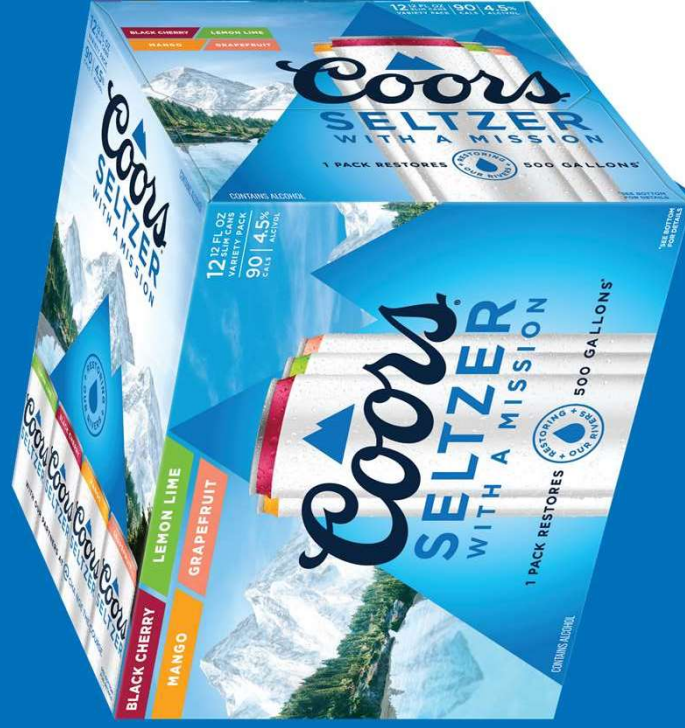
Price at parity to
Bud Light Seltzer

PLACEMENT:

Adjacent to
Bud Light Seltzer

SHELF LIFE:

40 Weeks



GIVING BACK NEVER TASTED SO GOOD



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A hard seltzer made with a mission to taste good and do good. Coors Seltzer is a **hard seltzer rooted in a higher purpose to give back**, making it easy for consumers to make a positive impact on the world.

WE ARE PARTNERING WITH CHANGE THE COURSE TO PROTECT AMERICA'S RIVERS THAT PROVIDE CLEAN WATER TO WILDLIFE AND MILLIONS OF PEOPLE



WHAT

**Each 12 Pack =
500 Gallons**
of Clean Water
Restored to America's
Rivers



HOW

\$1 per case
Donated to
*Change the Course River
Initiatives*



IMPACT

1B Gallons
of River Water
Restored in 1 year