

**HIGH  
NOON**  
SUN SIPS™

# HARD SELTZER

## REAL VODKA + REAL JUICE

STORY POINT	DETAIL
<b>Defining Hard Seltzers</b>	Hard Seltzers are sparkling water + alcohol base (either fermented or distilled). <ul style="list-style-type: none"><li>• Low ABV</li><li>• Low Calories (typically under 120), Low Carbs, Low Sugar</li><li>• Gluten free</li></ul>
<b>Exploding Category</b>	The hard seltzer category is exploding, growing triple digits year over year and stealing volume mainly from the beer category.
<b>The High Noon Difference: Real Vodka &amp; Real Juice</b>	High Noon is the only Hard Seltzer made with REAL VODKA + REAL JUICE.  Because of its vodka base and premium quality, High Noon brings higher dollar sales and margin for customers.
<b>Beer/Hard Seltzer Cold Box Placement is Key</b>	Cold box placement next to other Hard Seltzers is key to drive trial and sales of High Noon as the hard seltzer consumer will be looking here to enjoy cold products
<b>High Reach Media is Driving Consumer Pull</b>	High Noon advertising is generating consumer awareness which translates into sales. National TV advertising during NFL games, college football and high reach media channels are all part of the brand's media executions.



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## HIGH NOON IS OUTPACING GROWTH IN A CATEGORY THAT IS ON FIRE!

### GROWTH RATE

**3X**

High noon is +444%,  
growing 3x faster than the  
Hard Seltzer category<sup>1</sup>

### DISPLAY LIFT

**+39%**

When merchandised,  
High Noon sees greater  
lift than top 5 brands<sup>2</sup>

### REPEAT RATE

**33%**

High Noon repeat rate is  
1.6x higher than the  
category rate of 21%<sup>3</sup>

FOR THE 2<sup>ND</sup> YEAR IN A ROW, TASTING PANEL RECOGNIZED  
HIGH NOON AS #1 BEST TASTING HARD SELTZER!<sup>4</sup>



**#1**  
**BEST  
TASTING  
HARD SELTZER**  
AS VOTED BY TASTING PANEL MAGAZINE

### HIGH NOON #1 IN ALL FLAVOR CATEGORIES<sup>4</sup>

*"High Noon scored highest in all flavors  
categories. I can see why we are always sold  
out of the brand in our store."*

*-Tasting Panel judge*



<sup>1</sup> IRI -Total US MULO; 52 weeks Ending 11/29/2020; Dollar Sales, Dollar Sales Trend, Volume Sales, Volume Sales Trend

<sup>2</sup> IRI -Total US MULO; 52 weeks Ending 11/1/2020; Dollar Sales, Dollar Sales Trend, Volume Sales, Volume Sales Trend, % increase in dollars and volume, any merch

<sup>3</sup> IRI Panel, Total US -All Outlets, 52 weeks ending 11/1/2020. \* Includes: White Claw, Truly, Bud Light, Corona, Smirnoff, High Noon, Vizzy, Bon & Viv, Natural Light, Crook & Market, Oskar, Cape Line, Press, Barefoot, Henry's Hard, Kona, Coors, Mighty Swell

<sup>4</sup> The Tasting Panel, January 2021. Rated via blind tasting of industry professionals. Flavor categories: Grapefruit, Lemon Lime or Lime, Cherry/Cherry Lime/Black Cherry, Peach, Pineapple/Pineapple Mango, Watermelon/Watermelon Mint. The following brands were tasted for each flavor, where available: Bon Viv, Bud Light, Corona, Mighty Swell, Smirnoff, Truly, Vizzy, and White Claw.