

HIGH NOON[®]

**HARD
SALTZER**



BREWBOUND.
CRAFT BEER NEWS, EVENTS & JOBS

HIGH NOON IS THE BEYOND BEER COMPANY OF THE YEAR

HIGH NOON CONTINUES TO BE TOP RATED!



"For the second year in a row, our blind tasting was unanimous: The best tasting hard-seltzer brand was High Noon."
Watermelon, Pineapple, Grapefruit, Peach, Lime Flavors
Source: The Tasting Panel Magazine

*High Noon Hard Seltzer was voted Number One Best Tasting Hard Seltzer brand in a blind tasting by The Tasting Panel Magazine. Three flavors of nine Hard Seltzer brands were part of the blind tasting.



Among 16 Hard Seltzer brands tasted
Watermelon Flavor
Source: BuzzFeed



**BEVERAGE BRAND
OF THE YEAR!**



"What really set High Noon apart from other spiked seltzers, though, was the alcohol itself. High Noon is a flavored seltzer blended with vodka - not malt liquor, that really gave this brand the cleanest, most refreshing taste that really helped accentuate the fruit flavor."
Grapefruit Flavor
Source: Taste of Home



"High Noon is clear as day, and the grapefruit flavor is direct and fresh, and instead of a surfeit of sugar, it tastes a little bit salty, just like the August air. Grade A" Grapefruit Flavor
Source: Newsday

HIGH NOON REMAINS AN UNSTOPPABLE FORCE IN THE HARD SELTZER CATEGORY!

#1

GROWTH BRAND

High Noon is the #1
Spirits growth brand by
dollars¹ and fastest
growing brand in \$/AP³

9X

GROWTH RATE

High noon is **+177%**,
growing 9x faster
than the Hard Seltzer
Category (+22%)²

10%

DOLLAR SHARE

High Noon is gaining
share- now ~10%
dollarshare of the
Hard Seltzer Category³

HIGH NOON IS FUELING GROWTH IN THE CATEGORY



- High Noon is the #1 SPIRITS BRAND by volume⁴
- #1 Dollar Growth Item in Spirits-High Noon Variety 8pk⁵
- #1 New Item by Dollars in Spirits & #2 Dollar Growth Item - High Noon Tropical Variety 8pk⁵
- #4 Dollar Growth Item in Spirits-High Noon Variety 12pk⁵
- #6 Dollar Growth Item in Spirits-High Noon Peach 4pk⁵

HIGH NOON WILL CONTINUE TO WIN IN 2022!

MULTI-MILLION DOLLAR MEDIA INVESTMENT: 335 MILLION IMPRESSIONS*



**BARSTOOL
SPORTS®**



hulu



**SATURDAY
NIGHT LIVE**

- Barstool Sports
- National TV
- Streaming
- Audio
- Social Media
- Out of Home

DRIVING PRE-SOLD CUSTOMERS IN STORE TO PURCHASE HIGH NOON

1. IRI -Total US MULO+ Liq+ Conv, CYTD 10-24-21, Dollar sales, High Noon vs Total Hard Seltzer, Dollar Sales, Dollar Sales Change vs YA

2. IRI -Total US MULO+ Liq+ Conv, 4 Weeks Ending 9-5-21, Total Hard Seltzer, Dollar Sales, Dollar Share, \$/AP

3. IRI -Total US MULO+ Conv, CYTD 10-24-21, Dollar sales chg vs YA

4. IRI -Total US MULO, 26 weeks 10-28-21, Spirits, Volume Sales

5. IRI -Total US MULO+ Liquor + Conv, CYTD 10/24/21, Spirits, Dollar Sales, Dollar Sales Change vs YA

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HIGH NOON WILL WIN BIG WITH STRONG MEDIA, BARSTOOL PARTNERSHIP & STANDOUT IN-STORE POS*



POS AVAILABLE:

Basketball Hoop Mini Mass, Barstool Pennant Flags, Poster, Glorifier, Case Talker, Pillow Sign, Floor Sticker

HIGH NOON STANDARDS OF PERFORMANCE - RETAIL

Distribution		<ul style="list-style-type: none"> All Retail 1) Variety 8-Pack, 2) Tropical 8-Pack, 3) Variety 12-Pack, 4) Peach, 5) Pineapple, 6) Passionfruit, 7) Mango, 8) Grapefruit, 9) Watermelon, 10) Lime, 11) Black Cherry
Shelf		<ul style="list-style-type: none"> Two facings+ per flavor and variety pack within Hard Seltzer or Beer Section; Adjacent to white claw, merchandised with shelf talker + floor sticker Large Format: 2+ facings per flavor and 2 facing of variety pack Smaller Format: min. 1 facing per flavor and 1 facing of variety pack If account does not have competitive Hard Seltzers, or High Noon is mandated to Spirits Section: Best available placement in canned spirits section at eye-level
Visibility		<ul style="list-style-type: none"> 50% Variety Packs with Large Face Forward 50% Single Flavors (prioritize Mango & Peach, if available) Please be sure singles are available in bins and fridges merchandised with on-equity, visibility driving POS
Cold Box		<ul style="list-style-type: none"> Priority Order: 1) Variety 8-Pack, 2) Peach, 3) Mango, 4) Pineapple, 5) Watermelon, 6) Lime, 7) Grapefruit, 8) Black Cherry, 9) Variety 12-Pack Cold +2: High Noon must be in cold box + also have 2 other impressions throughout the store Leverage relevant POS to increase visibility-Suction cup rack, gravity feed glider, hanging wire rack, shelf talkers, floor sticker, acetates
Price (SRP)		<ul style="list-style-type: none"> 4-Pack: \$9.99 (never below) 8-Pack: \$18.99 12-Pack: \$27.99 Single Can: \$2.50
Gatekeeper Advocacy		<ul style="list-style-type: none"> Made with real vodka + real juice. Voted #1 Best Tasting Hard Seltzer 2 years in a row by The Tasting Panel Magazine (2020 & 2021). 100 calories, no sugar added and gluten free



POS ELEMENTS*
POSTER
GLORIFIER
CASE TALKER
PILLOW SIGN

WHY BRING BACK THE TROPICAL PACK PERMANENTLY?

*It performed VERY well... #1 New Item in Spirits!*¹

- Gained Distribution in the 2 months post Tropical launch!²
- Penetrated >6% of the market after Tropical pack Launch!²
- Tropical pack penetrated 10% of the total market!²
- Tropical Pack velocity is 2x velocity³
- Tropical pack was the most sold High Noon SKU in May & June³



CONSUMERS CAN'T GET ENOUGH OF THESE FLAVORS!



WHY BRING BACK THE PASSIONFRUIT PERMANENTLY?

- **Overwhelming positive feedback** from consumers after trying the flavor in the 2021 LTO Tropical variety pack.
 - Hyped flavor in the portfolio with consumers “hooked” and wanting more.
 - Strategy of “scarcity” and “timeliness” of this item working in our favor with consumers pre-sold and excited about the flavor.
- **Rare flavor in the category** with potential to act as “flavor differentiator” for High Noon.

PASSIONFRUIT POS ELEMENTS*
POSTER
GLORIFIER
CASE TALKER

1. IRI -Total US MULO+ Liq+ Conv, CYTD 10/24/21, Spirits, Dollar Sales, Dollar Sales Chg vs YA

2. Internal Flex Data physical cases ending 6-30-21

3. IRI -Total US MULO+ Liq+ Conv, 12 week ending 07.25.2021

*In States Where Permitted

HIGH NOON
SUN SIPS™

BIGS CANS & SUMMER LTO POOL PACK 8 PACK RELEASING IN APRIL 2022

HIGH NOON 700ML BIG CANS ARE HERE!

AVAILABLE IN PEACH & PINEAPPLE FLAVORS



LARGE CAN
SUCTION RACK,
STRONG CLING
WITHOUT
BLOCKING COLD
BOX!

BIG CAN POS

SUCTION RACK

COLD BOX ACETATE

WOBBLER

INTRODUCING HIGH NOON POOL PACK LIMITED EDITION 8 PK VARIETY

SUMMER IS HIGH NOON'S TIME TO SHINE!

This April, High Noon will release a limited-edition summer Pool Pack featuring two new flavors – guava and kiwi, along with favorites peach & lime.



Ripe and Tangy



Slightly Sweet & Tart



True to type pink guava



Fresh and Ripe



WHY IT WORKS

- Proven success of 2021 Tropical 8pk LTO
- LTOs working in Hard Seltzer Category - Bud Light Seltzer has adopted a permanent LTO strategy (ugly sweater, retro summer, out of office...). Their permanent LTO SKU makes up 10% of their business.¹

1. IRI Total MULO + CONV + LIQUOR, 52 week ending 7-18-21; Bud Light Seltzer

SUMMER POS* AVAILABLE IN MAY

