

YEAR 1: TWO JUICY FRUIT FLAVORS

PUNCH BLAST

Juicy blend of apple, orange, raspberry, cherry, pineapple, and passionfruit

8% ABV

25oz Nationwide

16oz R1, R2, MO

Per 12oz: 170 Calories, 2g Sugar
Cane Sugar & Sucralose Sweetened



GRAPE BLOWOUT

Flavor explosion of sweet grape candy and orange tartness

8% ABV

25oz Nationwide

16oz R2, MO

Per 12oz: 170 Calories, 3g Sugar
Cane Sugar & Sucralose Sweetened



*Lower sugar than Mike's Harder Lemonade 8% ABV (per nationalavg.com)

NEON BURST WINS ON COMPETITIVE STATS



296 Calories
34.5 Sugar
Per 12oz Servings



352 Calories
44g Sugar
Per 12oz Servings



170 Calories
3g Sugar
Per 12oz Servings



170 Calories
2g Sugar
Per 12oz Servings

WHILE MAINTAINING JUST ABOUT RIGHT FLAVOR



170 Calories
3g Sugar



2g Sugar

**At Parity to Mike's Harder & Steel
Reserve Closest Flavors for
Overall Liking, Purchase Intent,
and Drinkability**

7/10 Just About Right Flavor

7/10 Just About Right Sweetness

Source: Inut Dec 2021

NEON BURST

**INTRODUCING:
NEON BURST**
ELECTRIFY YOUR SENSES WITH THE NEW FULL-
FLAVORED, 8% ABV OFFERING!

IGNITE JOB Invite New Drinkers In	TARGET CONSUMER 25-40, White & Af-Am Men
GROWTH DRIVER Savor the Flavor	OCCASION Big Night Out



STR 3/28/2022

SHELF LIFE 180 Days

RECOMMENDED PRICING Parity to RITAS

PACKS AVAILABLE
25oz Single Punch Blast (National)
25oz Single Grape Blowout (National)
16oz Single Punch Blast (R1 & R2 Only)
16oz Single Grape Blowout (R2 Only)

STYLE	COLOR	INGREDIENTS	ABV	SUGAR	CALORIES
Full Flavored Hard Beverage	Bolder color by flavor	Water, Cane Sugar & Natural Flavors	8%	Punch: 3g/12oz Grape: 2g/12oz	170 per 12oz
FLAVOR PROFILE	<p>NEON Burst is a bold, sweet, full-flavored alcoholic drink bursting with electric fruit flavors.</p> <ul style="list-style-type: none"> Punch Blast: A juicy blend of tropical fruit flavor including cherry, lemon and orange flavors with a mouthwatering finish. Grape Blowout: An explosion of grape flavor and lemon tartness, with a mouthwatering finish. 				

REASONS TO BELIEVE

FMB SINGLES DRIVING INCREMENTAL GROWTH

+\$129MM



RESONATES WITH CORE C-STORE SINGLES SHOPPER

WILD FLAVORS ACCELERATING GROWTH IN C-STORE



7 OUT OF 10

CONTRIBUTION TO TOTAL CATEGORY GROWTH

73% PURCHASE INTENT WITH 25-40 AF-AM & CAUCASIAN MALES.

FMB CONSUMERS SCORED NEON BURST LIQUIT AS "JUST ABOUT RIGHT" IN FLAVOR

Source: IRI, IRI, IRI, Inc. 11/2/2021-20. Week Quant Study, Feb 2021. Nominor. 2021. Neon. Liquid. Pub. Dec 2021

MARKETING SUPPORT



Social/Digital Assets



Sampling in C-Stores



POCM & Trade Materials

NEON BURST

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MARKETS
 National
 (except Utah)



TASTING NOTES

Punch Blast

Aroma: Sweet tropical fruit punch

Taste: A juicy blend of tropical fruit flavor including cherry, lemon and orange flavors with a mouthwatering finish.



Grape Blowout

Aroma: Candy grape with hints of citrus

Taste: An explosion of grape flavor and lemon tartness, with a mouthwatering finish.



STR 3/28/2022

SHELF LIFE 180 Days

RECOMMENDED PRICING Parity to RITAS

PACKS AVAILABLE
 25oz Single Punch Blast (National)
 25oz Single Grape Blowout (National)
 1.6oz Single Punch Blast (R1 & R2 Only)
 1.6oz Single Grape Blowout (R2 Only)

NEON BURST

STR - 3/28/22

