

ANOTHER
HARD
SELTZER

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SELTZER



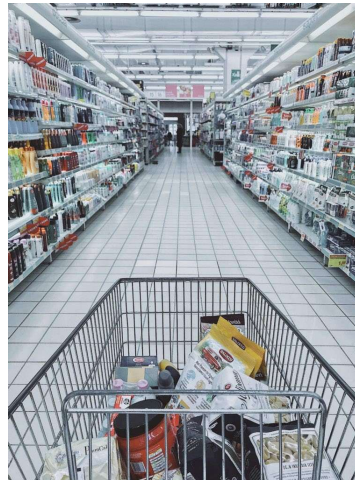
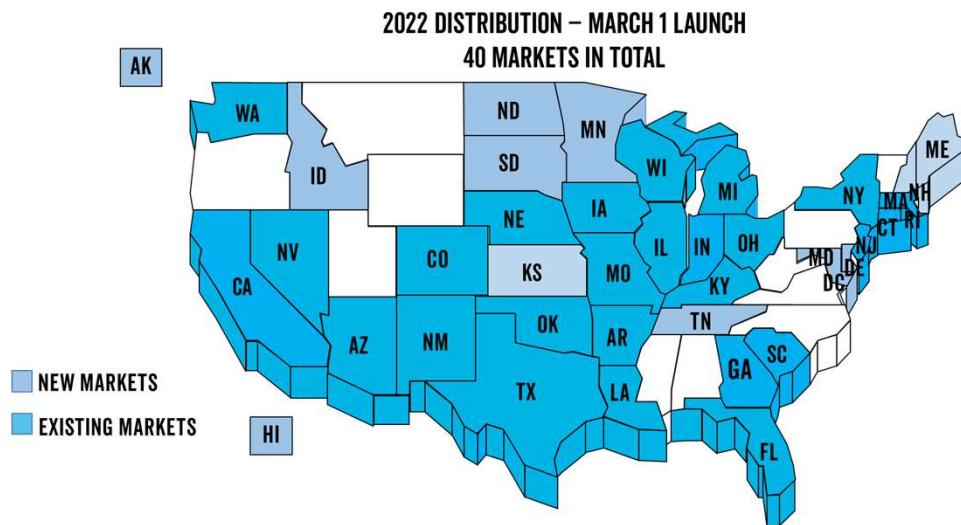
ANOTHER
HARD
SELTZER

LONG DRINK

Affiliated Marketing

IT'S NOT THAT.

The Long Drink's CRITICAL SELLING SEASON April 15-May 30



The Long Drink's SISU

(courage, grit, determination and bravery in the face of obstacles and challenges).

S I S U
↓ ↓ ↓
SPRINT INTO SUMMER



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IT'S NOT THAT.

LONG DRINK

Affiliated Marketing



**DO NOT SELL LONG
DRINK AS A “GIN
READY TO DRINK
COCKTAIL IN A CAN”**



**SELL LONG DRINK AS
A “SELTZER” OR
“SELTZER/BEER/CIDER
ALTERNATIVE”**