

# Mike's Hard Blue Freeze



## Recommended Sampling Protocol

Chill cans prior to tasting

Recommend pouring in a glass or over ice

## Tasting Notes

### ***Appearance***

Vibrant bright blue. Reminiscent of a traditional blue slushy.

### ***Aroma***

Blue raspberry with subtle bubblegum notes.

### ***Taste***

Tastes like a melted blue slushy. The balanced sweetness and tartness makes Mike's Hard Blue Freeze very refreshing and sessionable.

### ***Finish***

Very clean tasting finish that's extremely refreshing - no lingering aftertaste.

## Marketing Language

Mike's Hard Freeze is a collection of indulgent flavors inspired by nostalgic classics. Mike's Hard Blue Freeze tastes just like a melted blue raspberry slushy. The sweetness and tartness are perfectly balanced, making it very refreshing and sessionable.

Mike's Hard Freeze. All the flavor without the brain freeze. Made for drinking, not freezing.



# Mike's Hard Red Freeze



## Recommended Sampling Protocol

Chill cans prior to tasting

Recommend pouring in a glass or over ice

## Tasting Notes

### *Appearance*

Neon red appearance, reminiscent of a traditional red slushy color

### *Aroma*

Nostalgic cherry punch with ripe strawberry notes

### *Taste*

Tastes like the classic red cherry berry slushy flavor you remember, now liquified. Perfectly balanced sweetness and tartness makes Mike's Hard Red Freeze super refreshing and sessionable.

### *Finish*

Very clean tasting finish that's extremely refreshing - no lingering aftertaste.

## Marketing Language

Mike's Hard Freeze is a collection of indulgent flavors inspired by nostalgic classics. Mike's Hard Red Freeze tastes just like the classic red slushy flavor you remember, now liquified. The perfectly balanced sweetness and tartness makes Mike's Hard Red Freeze super refreshing and sessionable.

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# Mike's Hard Pink Freeze



## Recommended Sampling Protocol

Chill cans prior to tasting

Recommend pouring in a glass or over ice

## Tasting Notes

### ***Appearance***

Vibrant rose-pink color

### ***Aroma***

Refreshing, authentic lemon notes

### ***Taste***

Tastes like your favorite frosty pink lemonade slushy with a noticeably different taste profile than the original Mike's Hard Lemonade. Refreshing, juicy lemonade flavor, with the perfect balance of sweetness and tartness makes Mike's Hard Pink Freeze very sessionable.

### ***Finish***

Very clean tasting finish that's extremely refreshing - no lingering aftertaste.

## Marketing Language

Mike's Hard Freeze is a collection of indulgent flavors inspired by nostalgic classics. Mike's Hard Pink Freeze tastes just like your favorite frosty pink lemonade slushy. It's refreshing with juicy lemonade flavor and the perfect balance of sweetness and tartness.

Mike's Hard Freeze. All the flavor without the brain freeze. Made for drinking, not freezing.



# Mike's Hard White Freeze



## Recommended Sampling Protocol

Chill cans prior to tasting

Recommend pouring in a glass or over ice

## Tasting Notes

### **Appearance**

Frosty white

### **Aroma**

Citrus and orange notes with a hint of vanilla

### **Taste**

Tastes unmistakably like an orange creamcicle. Creamy and delicious but not cloying, with just the right amount sweetness and tartness. A really refreshing experience that's very sessionable.

### **Finish**

Very clean tasting finish that's extremely refreshing - no lingering aftertaste.

## Marketing Language

Mike's Hard Freeze is a collection of indulgent flavors inspired by nostalgic classics. Mike's Hard White Freeze is inspired by an indulgent, chilled creamcicle flavor. It tastes unmistakably like an orange creamcicle; creamy and delicious with just the right amount sweetness and tartness.

Mike's Hard Freeze. All the flavor without the brain freeze. Made for drinking, not freezing.

