

BUD LIGHT SELTZER

RETRO TIE DYE

BUD LIGHT SELTZER RETRO TIE DYE REFRESH

Bud Light Seltzer Retro Tie Dye is getting a refreshed look! We are also adding a 12pk 12oz Cherry Limeade and 16oz Cherry Limeade to the mix, intended to bring BLS Retro Tie Dye to the on-premise!

IGNITE JOB Invite New Drinkers In	TARGET CONSUMER 21-35, Co-Ed
MACRO TREND Savor the Flavor	OCCASION Anytime, Easy-Drinking Occasions

BEER STYLE	COLOR	INGREDIENTS	ABV	CALORIES
Hard Seltzer	Colored by flavor	Pure Cane Sugar, Sparkling Water, Natural Fruit Flavor	5%	100
FLAVOR PROFILE	Light and refreshing with a hint of fruit flavor. The variety pack features Blue Raspberry, Cherry Limeade & Twisted Berry.			
FEATURES	<1g Sugar, 2g Carbs, Gluten Free - per 12 oz serving			



REASONS TO BELIEVE

WE HAVE MOMENTUM IN THE MARKET

Retro Tie Dye 12pk ROS is accelerating and was #1 in the seltzer category L4W (ending FY 21)

(SOURCE: PowerBI, Total US - MULC L4W 1/4/2022)

BLS RETRO TIE DYE IS ONE OF THE TOP PERFORMING BLS PACKS EVER

The variety pack had a peak ROS of 3.42 during its limited edition summer run in 2021

(SOURCE: IRI July 2021)

WE HAVE A UNIQUE PACK DESIGN THAT IS FUN & RELEVANT IN CULTURE

+90% of 21-34 YO agree the pack 'is fun' and the pack has 87% purchase intent

(SOURCE: Qualtrix Pack Study 1/12/21, n=1000)

STR 04/04/2022

Recommended Pricing In line with existing BLS SKUs

Packs Available 12pk 12oz sleek variety pack (Cherry Limeade, Blue Raspberry, Twisted Berry); 25oz Single, 16oz Single (Cherry Limeade); 12pk 12oz sleek Cherry Limeade

MARKETING SUPPORT

\$4.5MM - TV, Digital, Social, Search, OOH, Trade

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UPCs



**12pk 12oz Sleek
Cherry Limeade Pack**

**12pk 12oz Sleek
Variety Pack**

**16oz Single Can
Cherry Limeade**

**25oz Single Can
Cherry Limeade**



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