

BUD LIGHT SELTZER

BUD LIGHT SELTZER APPLE SLICES VARIETY PACK

The bold, crisp taste of apples meets the stats of seltzer!



IGNITE JOB



Invite New Drinkers In

TARGET CONSUMER

21-34, Co-Ed Seltzer & FMB Drinkers

GROWTH DRIVER



Savor the Flavor

OCCASION

Casual Get Togethers, Earned it



BEER STYLE	COLOR	INGREDIENTS	ABV	CALORIES
Hard Seltzer	Light golden color	Pure cane sugar, sparkling water, natural fruit flavor & other flavors	5%	100
FLAVOR PROFILE	Crisp apple with a clean seltzer finish. Balanced sweetness and slightly tart taste from our apple & fruit flavor combinations.			
FEATURES	<1g Sugars, 3g Carbs, Gluten Free – per 12oz serving			

REASONS TO BELIEVE

CIDER CATEGORY IS A LARGE, MAINSTREAM CATEGORY RIPE FOR “SELTZER-FICATION”

“Cider” is a \$350MM category known for strong taste credentials, but has high sugar and calorie content that is ripe for disruption

(SOURCE: IRI Oct 2021)

FIRST MOVER IN THE CATEGORY - APPLE SLICES FLAVORS DROVE STRONG TASTE APPEAL & TRIAL INTEREST

Consumers expressed excitement about apple-flavored seltzers and the flavor combinations in the Apple Slices pack

(SOURCE: BLS Apple Slices Concept Test Jan 2022)

APPLE SLICES DESIGN PERFORMED ON PAR WITH HARD SODA ACROSS ALL KEY KPIS WITH OUR LDA-29 TARGET

Apple Slices tested on par with BLS Hard Soda across all key KPIS including purchase intent at shelf, appeal, relevance, and flavor

(SOURCE: BLS Apple Slices Pack Shelf Test Feb 2022)

MARKETING SUPPORT

Social, Digital, Earned Media, Content Creators & Meme Partnerships, Influencers

STR 10/3/22 - 1/1/23

PRICING In line with current BLS Seasonal in market

PACKS AVAILABLE 12pk 12oz Sleek Variety Pack (Crisp Apple, Strawberry Apple, Peach Mango Apple, Cranberry Apple)

Enjoy Responsibly
The alcohol beverage laws of individual states vary regarding the merchandising and promotion of beers. You should be guided accordingly.

©2021 Anheuser-Busch, Bud Light® Seltzer Apple Slices (Crisp Apple, Strawberry Apple, Peach Mango Apple, Cranberry Apple), St. Louis, MO 63118

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