



# SPIKE SALES WITH NEW SEASONALS

MIKE'S® SEASONALS ARE ON THE RISE



MIKE'S DONATES ANOTHER  
\$250K TO BREAST CANCER  
RESEARCH IN 2016

## MIKE'S SEASONAL'S ARE RISING HIGH!

MIKE'S HARD SEASONALS ARE UP DOUBLE DIGITS +13% VS. YA ACROSS ALL CHANNELS! \*

## RASPBERRY ELDERFLOWER FOR SPRING!

RASPBERRY ELDERFLOWER HAD THE HIGHEST PURCHASE INTENT OUT OF ALL SPRING SEASONAL FLAVORS \*\*

## WATERMELON IS THE HOTTEST SUMMER FLAVOR!

THE PURCHASE INTENT FOR WATERMELON LEMONADE IS 3X HIGHER THAN ANY OTHER SUMMER FLAVOR! \*\*





# FRESH FLAVORS FOR EVERY SEASON

## 2016 SEASONALS CALENDAR

DEC JAN FEB MAR APR MAY-SEP OCT NOV DEC JAN FEB



<p><b>FLAVOR:</b> HARD GLACIER BERRY</p> <p><b>ORDER PORTAL:</b> SEPTEMBER, 2015</p> <p><b>PRODUCTION:</b> OCTOBER, 2015</p> <p><b>SHIP:</b> OCT-DEC, 2015</p> <p><b>ON SHELF:</b> DEC-FEB, 2016</p>  <p><b>2015 WINTER FLAVOR</b></p>	<p><b>FLAVOR:</b> HARD RASPBERRY ELDERFLOWER</p> <p><b>ORDER PORTAL:</b> DECEMBER, 2015</p> <p><b>PRODUCTION:</b> DECEMBER, 2015</p> <p><b>SHIP:</b> JAN-FEB, 2016</p> <p><b>ON SHELF:</b> MAR-APR, 2016</p>  <p><b>2016 SPRING FLAVOR</b></p>	<p><b>FLAVOR:</b> HARD WATERMELON</p> <p><b>ORDER PORTAL:</b> FEBRUARY, 2016</p> <p><b>PRODUCTION:</b> FEBRUARY, 2016</p> <p><b>SHIP:</b> MAR-JULY, 2016</p> <p><b>ON SHELF:</b> MAY-SEP, 2016</p>  <p><b>2016 SUMMER FLAVOR</b></p>	<p><b>FLAVOR:</b> HARD PINK LEMONADE</p> <p><b>ORDER PORTAL:</b> JULY, 2016</p> <p><b>PRODUCTION:</b> JULY, 2016</p> <p><b>SHIP:</b> AUG-SEP, 2016</p> <p><b>ON SHELF:</b> OCT-NOV, 2016</p>  <p><b>2016 FALL FLAVOR</b></p>	<p><b>FLAVOR:</b> TBD</p> <p><b>ORDER PORTAL:</b> SEPTEMBER, 2016</p> <p><b>PRODUCTION:</b> SEPTEMBER, 2016</p> <p><b>SHIP:</b> OCT-DEC, 2016</p> <p><b>ON SHELF:</b> DEC-FEB, 2017</p>  <p><b>2016-2017 WINTER FLAVOR</b></p>
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**6-PACK**

**LABEL**

**SHIPPER**

