

SINCE VARIETY PACKS HAVE GROWN +21% PER YEAR FROM 2011-2014<sup>1</sup>

# STRONGBOW HAS LAUNCHED A NEW VARIETY PACK!

## GINGER

Fresh, floral aromas with a hint of Moscato notes and a crisp, apple finish.



**NEW**

## RED BERRIES

Sweet, juicy mixed berries with lemon notes and an apple finish.



**NEW**

## GOLD APPLE

Crisp, refreshing taste with a hint of golden apple and an elegant finish.



## HONEY

Honey on the nose and smooth on the tongue, with an apple finish.



### SALES-SUPPORTING TOOLS AVAILABLE

- Drive to Strongbow.com with targeted digital ads
- Promote trial with offers on Ibotta's shopper's engagement apps
- Cooler decal and price card/tuck card

**AVAILABLE IN 12-PACKS**

**Contact your distributor representative today.**



**ALWAYS GLUTEN FREE**

Enjoy Our Brands Responsibly. ©2015 STRONGBOW® Hard Apple Ciders. Produced by Stassen SA. Imported by Bulmers Cider Company, White Plains, NY

<sup>1</sup>Nielsen FDCM+, \$ volume, full year 2011-2014