

WHITE CLAW HARD SELTZER™

CREATING A NEW CATEGORY WITH GROUNDBREAKING ALCOHOL REFRESHMENT
THAT WILL BRING CONSUMERS AND PROFITS BACK INTO THE BEER AISLE!



NEW CATEGORY

- 27% of alcohol consumers prefer Vodka + Soda as their alcohol beverage of choice.
- Hard Seltzers are a high-end beverage category that addresses the needs of spirits consumers with better taste and greater convenience.

BETTER FOR YOU

- Consumers are choosing all-natural, lower-calorie options instead of high sugar, heavily processed beverages.
- White Claw is an all-natural, low carb, gluten free spiked sparkling water infused with natural fruit flavors, juices, and no artificial sweeteners.

SUPERIOR TASTE

- White Claw Seltzer Works has a patentable, proprietary process which produces an alcohol base so pure that 7 out of 10 consumers prefer it to Grey Goose.
- 77% of vodka + soda drinkers would choose White Claw over all other options in the beer aisle today.

WHITE CLAW IS GOOD, CLEAN, FUN

- Low calorie, low carb, low sugar (<4g)
- Gluten-free, 100% natural flavors
- Nothing artificial, nothing synthetic
- Natural cane sugar, no crystalline fructose or HFCS
- 5% ABV, top flavors in sparkling water
(Natural Lime, Black Cherry, Ruby Grapefruit)
- 12oz sleek cans for active occasions

HOW IS IT DIFFERENT FROM FMBS, CIDER, AND SODAS?

- Innovative proprietary filtration process that creates the cleanest and purest hard sparkling water base
- Clean base combined with just a hint of the finest natural flavors creates unparalleled sparkling refreshment experience
- Lighter taste. Significantly less sugar. Much more sessionable.
- Malt and gluten free

Nutrition Facts

Serving Size 12 FL OZ (355ml)
Servings Per Package: 1

Amount Per Serving

Calories 110
Calories from Alcohol 100

% Daily Value*

Total Fat 0g 0%

Sodium 25g 1%

Total Carbohydrate 4g 1%

Sugars 4g

Protein <1g

*Percent Daily Values are based on a 2,000 calorie diet.



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Natural Lime / 12oz Slim Can



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Natural Lime / 6pk 12oz Cans



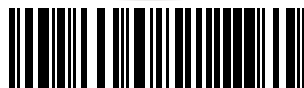
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Natural Lime / Tray



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Black Cherry / 12oz Slim Can



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Black Cherry / 6pk 12oz Cans



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Black Cherry / Tray



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Ruby Grapefruit / 12oz Slim Can



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Ruby Grapefruit / 6pk 12oz Cans



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Ruby Grapefruit / Tray