

# 2022 Mike's Lineup

## Hard Core 6+



## Non-Core SKUs

Singles



6pks



Freeze VP 12pk



12pks



24pk



Freeze Singles



# INTRODUCING



# 71% OF CONSUMERS WANT NOSTALGIC FLAVORS: TAPPING INTO SIMPLER TIMES CREATES GROWTH-DRIVING INNOVATION



# MIKE'S HARD FREEZE FLAVORS

*In research, consumers were more likely to purchase “mystery flavors” like Blue Freeze than a specific flavor, like Blue Raspberry Freeze.*



## **BLUE FREEZE**

a melted blue raspberry slushie



## **RED FREEZE**

the classic red cherry slushie flavor you remember, now liquified



## **PINK FREEZE**

your favorite frosty pink lemonade slushie; tart & sweeter than traditional Mike's



## **WHITE FREEZE**

inspired by an indulgent, chilled creamsicle flavor

# 2022 HARDER Lineup

16oz



23.5oz



Variety Pack



# mike's HARDER®

WARNING: CONTAINS ALCOHOL + Reliable Growth



## Grow with the Leader in Single Serves

With 11 years of double-digit growth<sup>1</sup>, HARDER is the #1 FMB Single Serve, #1 High ABV Single Serve, and the #1 Single Serve in Total Beer.<sup>2</sup>

## Drive Your Profits with the Leader

HARDER is the most efficient use of space with 4x more dollar sales per point of distribution than the leading value brand.<sup>2</sup>

## HARDER's On Fire In Grocery

HARDER Variety Pack is the #1 High ABV variety pack in Grocery and contributes 3x more dollar sales per point of distribution than the next leading variety pack.<sup>3</sup>

# mike's harder lemonade lineup



16oz. Lemonade  
SINGLE



635985258759  
shipper/tray



635985258551  
VIP 10070



16oz. Strawberry  
SINGLE



635985132196  
shipper/tray



635985132202  
VIP 27952



16oz. Cranberry  
SINGLE



63598510371  
shipper/tray



635985258735  
VIP 10069



16oz. black cherry  
SINGLE



635985010128  
shipper/tray



635985258971  
VIP 27839



16oz. blood orange  
SINGLE



635985245957  
shipper/tray



635985245964  
VIP 18007



16oz. GREEN APPLE  
SINGLE



635985100164  
shipper/tray



635985100171  
VIP 11120



23.5oz. Lemonade  
SINGLE



635985245834  
shipper/tray



635985245841  
VIP 10500



23.5oz. Cranberry  
SINGLE



635985249856  
shipper/tray



635985249863  
VIP 10501



23.5oz. black cherry  
SINGLE



635985132158  
shipper/tray



635985132165  
VIP 17839



23.5oz. Pineapple  
Mandarin  
SINGLE



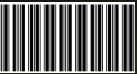
635985800217  
shipper/tray



635985800224  
VIP 18008



23.5oz. mango  
SINGLE



635985258919  
shipper/tray



635985258926  
VIP 17878



23.5oz. strawberry  
pineapple  
SINGLE



635985132172  
shipper/tray



635985132189  
VIP 27955

BLACK CHERRY x2  
CRANBERRY x2  
LEMONADE x2  
STRAWBERRY x2



8pk. variety  
carton



635985260424

8pk. variety  
TRAY



635985260431

VIP 10195

# mike's **HARDER**<sup>®</sup> HALF & HALF





# Mike's Hard Lemonade Seltzer On-Premise Lineup

Variety Pack 12oz/12pk:  
Lemon, Strawberry, Mango, & Pineapple

23.5oz Singles:  
Lemon & Strawberry

