



# WHAT IS HARD SELTZER?

It's a refreshing, ready-to-drink beverage that captures the convenience of beer and combines it with subtle characteristics of wine & spirits. Most hard seltzers are created through a balance of carbonated water, gluten-free alcohol and a hint of fruit flavor.

## WHITE CLAW<sup>®</sup> BREWPURE<sup>®</sup> DIFFERENCE

Our exclusive BrewPure<sup>®</sup> filtration process unlocks an incredibly clean tasting alcohol base. It starts with gluten-free grains fermented with proprietary brewer's yeast, then it's masterfully crafted using our unique multi-stage filtration method. This allows every flavor and fruit note to flourish.

Gluten-Free  
Grains



Made from gluten-free grains which are fermented with our proprietary brewer's yeast.

BREWPURE<sup>®</sup>



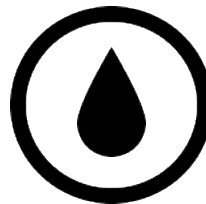
The base is filtered via exclusive BrewPure<sup>®</sup> process to deliver a clean-tasting alcohol base.

Flavor  
Leadership



Flavors derived from berry, citrus and tropical fruits produce a superior taste.

Superior  
Liquid



Cane sugar and fruit flavors are added to the neutral tasting alcohol base, creating a superior liquid!



**5% ALCOHOL | 100 CALORIES | 2g CARBS | GLUTEN-FREE**

# WHITE CLAW® HARD SELTZER BLACK CHERRY

**Appearance:** Clear in color, just like seltzer water.

**Aroma:** A burst of natural, juicy dark cherry aroma.

**Taste:** A light, crisp taste with a pleasant combination of tart and sweet. Not too thin or watery, the refreshing flavor has a familiar hint of fruity, mouth-watering sweetness that leaves you wanting more.

**Finish:** You'll experience an exceptionally crisp, clean finish.



Simply served, and best enjoyed with a can in hand.



You'll instantly taste the crisp mango flavor. Free of any artificial-like aftertaste, White Claw Mango bursts with fresh flavor and is extremely sessionable.

The fresh sweetness mixed with the tartness undertone makes the sweet flavor delicate compared to other berry flavors. Not like that of a flavored syrup, White Claw Raspberry is both flavorful and sophisticated.

As you take your first taste, the sour yet satisfying zest of grapefruit comes through. Deliciously ripe with flavor, White Claw Ruby Grapefruit delivers an authentic flavor profile without the associated acidity.

The crisp lime taste is just right, punctuated by refreshing carbonation. Sessionable and juicy, White Claw Natural Lime tastes like a fresh lime.



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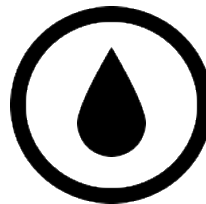
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# WHITE CLAW® HARD SELTZER MANGO

**Appearance:** It's perfectly translucent, with just the right amount of carbonation.

**Aroma:** An authentic ripe, mango aroma.

**Taste:** You'll instantly taste the crisp mango flavor. It bursts with fresh flavor and is extremely sessionable.

**Finish:** Free of any artificial-like aftertaste, you'll experience an exceptionally crisp, clean finish.



Simply served, and best enjoyed with a can in hand.



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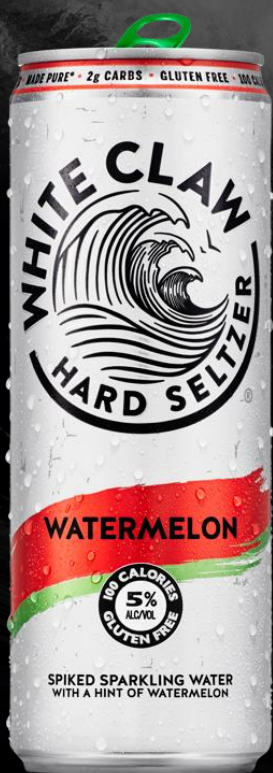
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# WHITE CLAW<sup>®</sup>

## HARD SELTZER FLAVORS



The flavor is alcohol-infused sparkling water with a hint of watermelon, clean and refreshing to taste. You'll notice how natural it tastes, like biting into a fresh watermelon with a hint of the rind coming through.

Taste a splash of refreshing citrus that's a little more sweet than sour, embodying the delicate balance of biting into a fresh tangerine wedge – the natural flavors and juices coming through.

Crafted using only select varieties of lemon which are carefully handpicked to create this classic flavor. We use cold pressed zest from our lemons to release our juicy lemon aroma and taste — a fresh twist on your favorite flavor.



## LEADING HIGH ABV HARD SELTZER

### White Claw® Surge Launch Went Viral

The launch of White Claw® Surge won the hearts of consumers and media outlets, generating over 1 billion impressions with 450+ media outlets.<sup>1</sup>

### Leading 16oz Single Serve SKUs

White Claw® Surge Blood Orange and Cranberry are the top 2 selling 16oz SKUs and sell faster than all Hard Seltzer Singles from competitors, regardless of size!<sup>2</sup>

### Introducing New White Claw® Surge Flavors

White Claw® consumers' #1 request is for new flavors. Introducing White Claw® Surge 16oz Blackberry and Natural Lime.

# LEADING HIGH ABV HARD SELTZER

NEW FLAVOR

NEW FLAVOR



**Blackberry**  
16oz

**SINGLE**



**SHIPPER/TRAY**



**VIP 12090**



**Natural Lime**  
16oz

**SINGLE**



**SHIPPER/TRAY**



**VIP 12080**



**Blood Orange**  
16oz

**SINGLE**



**SHIPPER/TRAY**



**VIP 12060**



**Cranberry**  
16oz

**SINGLE**



**SHIPPER/TRAY**



**VIP 12050**

**NEW**

# INTRODUCING WHITE CLAW® SURF



**White Claw® Surf Hard Seltzer is a Collision of Flavors and Sensational Refreshment.**

**STRONG  
PURCHASE INTENT**

90% Purchase Intent  
Among Hard  
Seltzer Drinkers

**HIGH  
FLAVOR APPEAL**

2 of 3 Hard  
Seltzer Drinkers  
find Exotic Flavor  
Combinations Appealing

**HIGH  
TRIAL INDEX**

Surf Variety Pack Tested  
in the Top Quintile  
of Innovations

Source: Ipsos, Concept Test, September 2021

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# White Claw® Surf Hard Seltzer Lineup



## CITRUS YUZU SMASH

Our signature juicy Lemon flavor combined with exotic Yuzu and a subtle blend of Citrus



## TROPICAL POMELO SMASH

Juicy Pomelo flavor blended with vibrant Citrus and a hint of Hibiscus



## WATERMELON LIME SMASH

Fresh ripe Watermelon flavor with zesty cold pressed Lime



## WILDBERRY ACAI SMASH

Vibrant, sweet wild Berry flavor complemented by the tartness of Acai Berry

# Merchandising and Display Standards

## MERCHANDISE

Merchandise Surf VP at eye-level



## DISPLAY

At Launch: Standalone Surf VP Displays  
Post-Launch: Display with White Claw VPs



# UPC and VIP Codes

## CITRUS YUZU SMASH



## TROPICAL POMELO SMASH



## WATERMELON LIME SMASH



## WILDBERRY ACAI SMASH



VIP Code:  
12700



## CARTON



## TRAY



# NEXT-LEVEL REFRESHMENT



**NEW**

100 CALORIES | 5% ALCOHOL | 1G SUGAR

## Breakthrough Innovation From the #1 Hard Seltzer Brand.

**White Claw® REFRSHR Lemonade** is an entirely new take on Lemonade, with four unique and refreshing flavor combinations for consumers seeking something new & unique.

**White Claw® REFRSHR Iced Tea** is a fresh approach to iced tea, setting new standards for sessionability. Crafted with sustainably sourced brewed tea and certified by the Rainforest Alliance and delivers on just the right sweetness and tartness of natural iced tea.

## Iced Tea and Lemonade Segments Grow As Consumers Seek New Flavors

Lemonade and Iced Tea are emerging new sub-segments in Hard Seltzer. Combined, these sub-segments grew 130% in 2021 and accounted for 17% of Hard Seltzer.

## Hard Seltzer Consumers Want REFRSHR!

The super-premium design and unique flavors are strong purchase drivers among consumers.

**84%** of hard seltzer consumers agree that REFRSHR is a trendy and cool hard seltzer they want to share with friends.

**8 out of 10** Hard Seltzer consumers agree that REFRSHR is a unique new product and expect it to taste great.



# REFRSHR

## Lemonade Variety Pack

### Lemonade Refreshed™

An entirely new take on Lemonade, with four unique and refreshing flavor combinations



#### LIMÓN WITH A HINT OF CALAMANSI

Calamansi is a popular citrus fruit noted for its sharp citrus taste with the sourness of lime and sweetness of orange - making the perfect combination with Limón to deliver extreme mouth-watering refreshment.



#### BLOOD ORANGE WITH A HINT OF BLACK RASPBERRY

Black raspberries are distinct from red raspberries and have a unique sweeter taste which combines perfectly with our Blood Orange to make an extremely refreshing lemonade.



#### BLACKBERRY WITH A HINT OF RED CHERRY

Delicious Blackberry with a hint of Red Cherry pairs our rich flavorful rounded blackberry with an eclectic mix of red and sour cherry taking refreshment to a whole new level.



#### STRAWBERRY WITH A HINT OF KIWI

Refreshing Strawberry delivers authentic ripe sweetness and is perfectly complemented with our slightly tart Kiwi making this an amazing combination.

### MERCHANDISE

- REFRSHR Lemonade and Tea merchandised together and/or with premium-priced offering Surf
- Leverage REFRSHR-specific POS at launch; after launch window, shift to equity POS



### LAUNCH DISPLAY

- Prioritize standalone REFRSHR displays with REFRSHR POS. Consider premium-priced displays including REFRSHR and Surf



#### LIMÓN WITH A HINT OF CALAMANSI



6 35985 80130 6

#### BLOOD ORANGE WITH A HINT OF BLACK RASPBERRY



6 35985 80133 7

#### BLACKBERRY WITH A HINT OF RED CHERRY



6 35985 80132 0

#### STRAWBERRY WITH A HINT OF KIWI



6 35985 80131 3

VIP CODE:  
12800



CARTON:



6 35985 80134 4

TRAY:



6 35985 80135 1



# REFRSHR

## Iced Tea Variety Pack

### Iced Tea Refreshed™

A fresh approach to iced tea, setting new standards for sessionability. Crafted with sustainably sourced brewed tea and certified by the Rainforest Alliance.



#### PEACH

Authentic brewed iced tea taste is perfectly balanced with the ripe sweet peach



#### LEMON

Refreshing balance of authentic brewed iced tea taste with zesty and juicy lemon notes



#### STRAWBERRY

Authentic real brewed tea taste is complemented with delicious fruity strawberry notes



#### MANGO

Extremely refreshing authentic brewed iced tea taste with a refreshing taste of sweet and ripe tropical mango

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#### PEACH ICED TEA



6 35985 80032 3

#### LEMON ICED TEA



6 35985 80030 9

#### STRAWBERRY ICED TEA



6 35985 80129 0

#### MANGO ICED TEA



6 35985 80031 6

VIP CODE:  
12900



CARTON:



6 35985 80029 3

TRAY:



6 35985 80028 6