

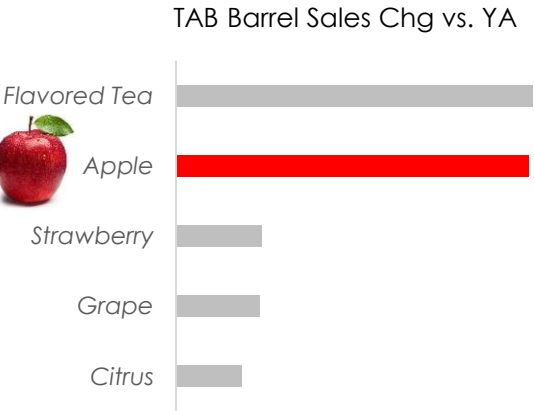
REDD'S[®]

HARD APPLE



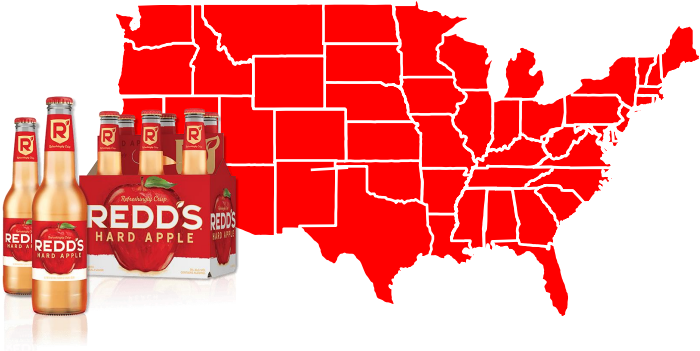
Nationally distributed and always available, Redd's Apple Ale positioned to answer growing consumer demand for APPLE flavored beer

Apple flavor is in, attracting consumers across TAB



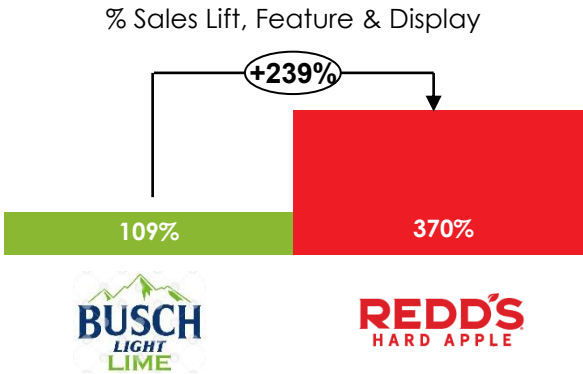
#2 fastest growing flavor in TAB

Redd's Apple Ale available nationally and year round



Untapped potential: 2.5K more accounts than Bapple at peak

When merchandized, Redd's outperforms competitors



3x more productive than current competitive flavor beer options

ASK

Drive Redd's feature and display execution, merchandizing with supporting Content Hub POS



National consumer sweeps with paid media support.
Runs through 9/31



Refreshed Apple forward POS
Evergreen

REDD'S HARD APPLE



We are Redd's Hard Apple and we celebrate those that are confident enough to take the road less traveled.

BRAND HIGHLIGHTS

- #1 Apple Item Redd's leading Apple flavored SKU and in top 10 flavored item
- Moves 2x faster than segment average
- 57% of buyers repeat purchase
- 40% less sugar than Angry Orchard Crisp Apple
- 239% greater F&D sales lift compared to Busch Lime

PRODUCT SPECIFICATIONS

- **STYLE:** Flavored Malt Beverage
- **CALORIES:** 165
- **CARBS:** 17.1g
- **ABV:** 5%
- **PROTEIN:** <1.0g
- **SUGAR:** 12g
- **SODIUM:** 25mg
- A just-right sweetness compared to traditional hard ciders

SKUs



15K 12OZ CANS
VARIETY PACK



12PK 12OZ
BOTTLES
HARD APPLE



12PK 12OZ
CANS
HARD APPLE



6PK 12OZ
BOTTLES
HARD APPLE



6PK 12OZ
BOTTLES PEACH
APPLE



6PK 12OZ
BOTTLES
STRAWBERRY
APPLE



6PK 12OZ
BOTTLES
BLACK CHERRY
APPLE

REDD'S HARD APPLE



BRAND STORY

Redd's Hard Apple is a refreshing beer plus the crisp taste of apples. Two things that are good on their own, but together? Great.

Redd's Hard Apple has 5 percent alcohol by volume and only 165 calories per 12oz serving. It comes in a 6 pack of bottles, 12 pack of bottles and cans, 16oz cans, and Redd's Variety Packs

BRAND HIGHLIGHTS

- A just-right sweetness compared to traditional hard ciders
- 40% less sugar than Angry Orchard Crisp Apple*
- Above premium brand

PRODUCT SPECIFICATIONS

- **STYLE:** Flavored Malt Beverage
- **COLOR:** Golden hue
- **CALORIES:** 165
- **CARBS:** 17.1g
- **ABV:** 5%
- **PROTEIN:** <1.0g
- **SUGAR:** 12g
- **SODIUM:** 25mg

TASTING NOTES

AROMA

Fermented apple

TASTE

Low malt+ bitterness, with tart apple cues

MOUTHFEEL

Light to medium body

FINISH

Crisp. Clean. Finish

REDD'S WICKED APPLE BITES™



Launched in 2014, Redd's Wicked is Redd's harder, badder evolution. More than 10 years later, the original in Apple returns with even more bite...Introducing Redd's Wicked Apple Bites at 12% ABV!

BRAND HIGHLIGHTS:

#3 Brand in Higher ABV Flavored Alt with half the distribution of the leading brand.

The crisp apple taste you know and love, now in convenient 7.5oz cans for the perfect way to turn up your night.

PRODUCT SPECIFICATIONS:

- **STYLE:** ALE
- **FLAVOR:** APPLE
- **COLOR:** GOLDEN AMBER
- **CALORIES:** 229
- **CARBS:** 21
- **ABV:** 12%
- **ALCOHOL BASE:** BEER

PLACEMENT:

NEAR FLAVORED ALT, CIDER
OR FLAVORED BEER

PRICE GUIDANCE:

PARITY WITH SIMPLY SPIKED
BOLDER; \$18.49 12-PK & 3 for
\$4/3 for \$5 intro SINGLE

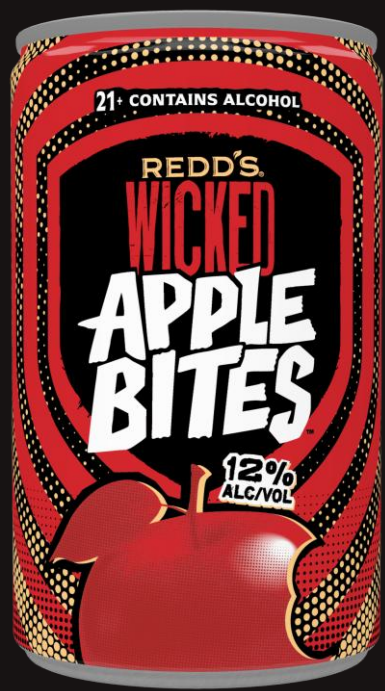
SKUs

40WK
Shelf Life



12PK 7.5OZ
MINI CANS
Apple





BRAND STORY

Launched in 2014, Redd's Wicked is 5% Redd's Hard's harder, badder evolution.

More than 10 years later, the original in Apple returns with even more bite...introducing Redd's Wicked Apple Bites at 12% ABV!

The crisp apple taste you know and love, now in convenient 7.5oz cans for the perfect way to turn up your night.

PRODUCT SPECIFICATIONS

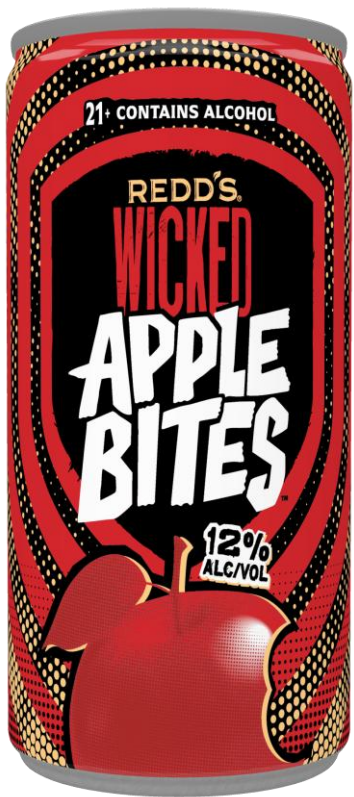
- **STYLE:** Ale with Apple Flavor
- **COLOR:** Golden Amber
- **CALORIES:** 228 per can
- **CARBS:** 21g per can
- **LIGHTLY CARBONATED**
- **ABV:** 12%
- **Alcohol Base:** Malt
- **SIZE:** 7.5oz can

SKUs 40 WK Shelf Life

TASTING NOTES

Redd's Wicked Apple Bites	
Appearance	A brilliant, clear amber with no foam.
Aroma	Aromas of ripe, juicy apple with a crisp, inviting finish.
Taste	A smooth, well- balanced profile with moderate sweet and low sourness that is apple forward and medium bodied.
Mouthfeel	Rounded mouthfeel
Finish	The finish lingers with sweet apple notes and an alcoholic warming.

PRODUCT DETAILS	
STYLE	ALE
TARGET CONSUMER	C-STORE CONSUMERS 21-44
MARKETS	USA (Excluding: UT, MS, MO)
NUTRITION PROFILE	TBD
ABV	12%
OSKU	712678
PACKAGE DIMENSIONS/ WEIGHT	Can: 4.09 x 2.26 x 2.26in 12pk carton: 9.094 x 6.8125 x 4.1875in
CASE DIMENSIONS / WEIGHT	9.094 x 13.625 x 4.1875in
UNITS PER PALLET	150cs
LAYERS PER PALLET	15
UNITS PER LAYER	10cs
SHELF LIFE	40 wks
PRICING GUIDANCE	At parity with Simply Spiked Bolder





We dare you to live a little Wicked!

BRAND HIGHLIGHTS

- 8% ABV
- Bold, Natural Fruit Flavor
- Perfect for the pre-party occasion
- Highly profitable
- Over-indexes with Millennials, Males and AA consumers*

PRODUCT SPECIFICATIONS

- **STYLE:** High Alc Flavored Malt Beverage
- **CALORIES:** 274
- **CARBS:** 29.7g
- **ABV:** 8%
- **PROTEIN:** <1.0g
- **SUGAR:** 26g
- **SODIUM:** 30mg
- Bold, Natural Fruit Flavors

SKUs



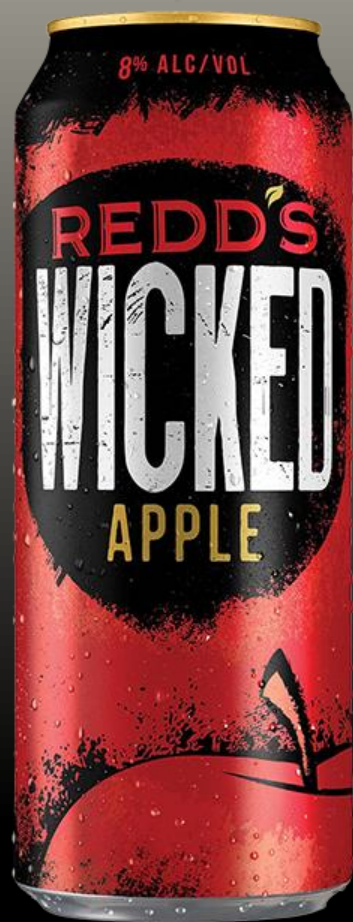
12PK 100Z CANS
WICKED APPLE



24OZ CANS
WICKED APPLE



24OZ CANS
WICKED BLACK
CHERRY



BRAND STORY

Born from the seed of Redd's - Wicked is a dark twist on bold, natural apple flavor that created a refreshingly hard liquid. At 8% ABV, Wicked provides bold, natural fruit flavors and the extra alcohol needed to kickstart your night.

Wicked knows that the best nights come when you take a risk, so we're here to help you avoid playing it safe.

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PRODUCT SPECIFICATIONS

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TASTING NOTES

AROMA

Fresh, pleasant apple scent

TASTE

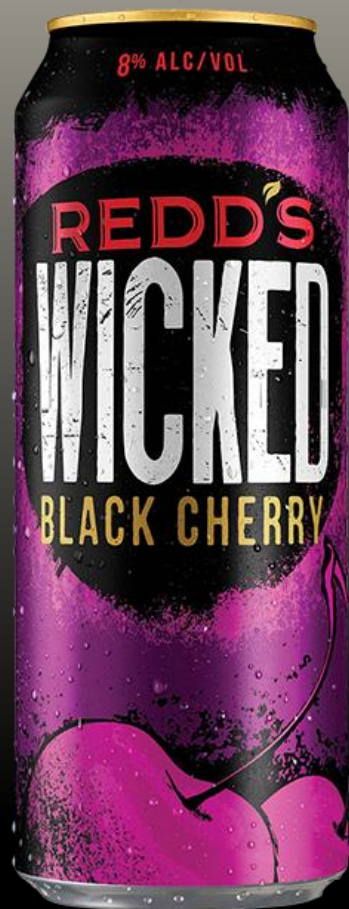
Strong apple notes perfectly balanced with just the right amount of sweetness and tartness

MOUTHFEEL

Smooth, moderate body

FINISH

Crisp. Clean. Finish for smooth refreshment



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TASTING NOTES

AROMA

Fresh, tart apple and black cherry scents

TASTE

Strong apple and black cherry notes with just the right amount of sweetness /tartness

MOUTHFEEL

Smooth moderate body

FINISH

Crisp. Clean. Finish for smooth refreshment