

VIZZY®

HARD SELTZER



BLACKBERRY
LEMON

PAPAYA
PASSIONFRUIT

STRAWBERRY
ORANGE

PEACH
LEMONADE

VIZZY hard seltzer. VIBRANT dual flavors.

FLAVOR FOR EVERY VIBE.

BRAND HIGHLIGHTS

- **#5 TOP SELLING HARD SELTZER**
- Outperforms **98%** of Hard Seltzer Brands in Dollar Sales
- **3X** faster moving than Hard Seltzer average
- **55%** of VIZZY buyers are repeat purchasers

PRODUCT SPECIFICATIONS

- **STYLE:** Hard Seltzer
- **COLOR:** Clear with a hint of color and slight haze from natural juice
- **CALORIES:** 100
- **ABV:** 5%
- **SUGAR:** 1g
- **CARBS:** 2g
- **Gluten Free**

SKUs



12PK 12OZ
SLIM CAN
VIBRANTLY TROPICAL
VARIETY PACK



12PK 12OZ
SLIM CAN
REFRESHINGLY BERRY
VARIETY PACK



12PK 12OZ
SLIM CAN
SPARKLING MIMOSA
VARIETY PACK



12PK 12OZ
SLIM CAN
TANGLY LEMONADE
VARIETY PACK



16OZ CAN
PINEAPPLE MANGO,
STRAWBERRY ORANGE,
RASPBERRY LEMONADE



24OZ CAN
PAPAYA PASSIONFRUIT,
BLUEBERRY POMEGRANATE,
RASPBERRY LEMONADE

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HARD SELTZER



OUR VIBES

Vizzy is a brand that isn't afraid to stand out. In fact, we love standing out. In our world, any floor is a dance floor. As with any flavorful personality, we're more than just one thing. We're all about vibrant dual flavors and good vibes. That's the splash of extra we bring to get the party started and kick it up a notch

BRAND FACTS

- Official sponsors of the PPA
- Certified Gluten Free

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TASTING NOTES

PINEAPPLE MANGO

Perfectly balanced , tropical notes, with a hint of sweetness from blend of ripe mango and freshly squeezed pineapple juice. Brisk and refreshingly clean

PAPAYA PASSIONFRUIT

A moderate mix of passion fruit and other ripe tropical fruit notes with trace sweet and sour tastes. Finishes with a slight sweet taste

BLUEBERRY POMEGRANATE

Fresh, juicy taste of mixed berries, balanced with a subtly sweet and tart hint of pomegranate. Brisk and refreshingly clean

STRAWBERRY KIWI

A juicy blend of ripe strawberry and kiwi, with fresh strawberry sweetness that melds seamlessly with a hint of kiwi tartness. Brisk and refreshingly clean

PRODUCT DETAILS

STYLE	Hard Seltzer
TARGET CONSUMER	
MARKETS	National
NUTRITION PROFILE	100 calories /12oz, 2g carbs
ABV	5% / 12oz
PACKAGE DIMENSIONS/ WEIGHT	12pk: 9.09 IN x 6.81 IN x 6.16 IN; 10.04 LB 16oz: 7.85 IN x 5.25 IN x 6.2 IN; 6.6LB
CASE DIMENSIONS / WEIGHT	12pk: 14.06 IN x9.63 IN x 6.25 IN; 20.08 LB 16oz: 16 IN x 10.69 IN x 6.38 IN; 26.75 24oz: 11.94 IN x 8.94 IN z 7.75 IN; 19.84 LB
UNITS PER PALLET	12pk: 110 16oz: 80 14oz: 98
LAYERS PER PALLET	12pk: 8.46 16oz: 8 24oz: 7
UNITS PER LAYER	12pk: 13 16oz: 10 24oz:14
SHELF LIFE	40 weeks
PRICING GUIDANCE	At parity with White Claw
PLACEMENT	With other hard seltzers

VIZZY®
HARD SELTZER



Vizzy 12oz 12pk
Variety Inner



0 34100 01232 8
034100012328



Pineapple
Mango
12oz Primary



0 34100 00036 3
034100000363



Papaya
Passionfruit
12oz Primary



0 34100 00546 7
034100005467



Blueberry
Pomegranate
12oz Primary



0 34100 00011 0
034100000110



Strawberry Kiwi
12oz Primary



0 34100 00077 6
034100000776



Pineapple
Mango
16oz Primary



0 340801 6



Pineapple
Mango
16oz Outer



0 34100 01237 3



Papaya
Passionfruit
24oz Primary



0 34100 00097 4



Papaya
Passionfruit
16oz Outer



0 34100 01239 7



Blueberry
Pomegranate
24oz Primary



0 34100 00140 7



Blueberry
Pomegranate
24oz Outer



0 34100 01249 6

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- **SUGAR:** 1g
- **GLUTEN FREE**

TASTING NOTES

Blackberry Lemon

Balanced berry and lemon flavor with a fruit-appropriate sweet/tart mix. Light body with low fruity /berry taste in the finish.

Black Cherry Lime

Juicy cherry sweetness that is delicately balanced by a refreshing hint of crisp lime tartness. A light body and delicate mouthfeel with a crisp finish.

Watermelon Strawberry

Low moderate sweet watermelon flavor. Light body with low melon taste in the finish

RASPBERRY TANGERINE

A fruity/citrus blend enhanced by low sour and sweet tastes. A light body that finishes with a slight sweet taste

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TARGET CONSUMER	
MARKETS	National
NUTRITION PROFILE	100 calories /12oz, 2g carbs
ABV	5% / 12oz
PACKAGE DIMENSIONS/ WEIGHT	12pk: 9.09 IN x 6.81 IN x 6.16 IN; 9.95LB
CASE DIMENSIONS / WEIGHT	1wpk: 14.06 IN x 9.63 IN x 6.25 IN; 20.08 LB
UNITS PER PALLET	12pk: 110
LAYERS PER PALLET	12pk: 11
UNITS PER LAYER	12pk: 10
SHELF LIFE	40 weeks
PRICING GUIDANCE	At parity with White Claw
PLACEMENT	With other hard seltzers



Vizzy 12oz 12pk
Variety Inner



034100005498



Blueberry
Lemon
12oz Primary



0341000005450



Black Cherry
Lime
12oz Primary



034100000134



Watermelon
Strawberry
12oz Primary



0341000005481



Raspberry
Tangerine
12oz Primary



034100000547

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- **SUGAR:** 1g
- **GLUTEN FREE**

TASTING NOTES

Pineapple Orange

Perfectly balanced, with a hint of pineapple and orange juice sweetness balanced with the tartness of dry champagne

Pomegranate Orange

Perfectly balanced, with a hint of orange juice sweetness balanced with the tartness of pomegranate and dry champagne

Strawberry Orange

Perfectly balanced, with a hint of orange juice sweetness balanced with the tartness of dry champagne

Peach Orange

Perfectly balanced, with a hint of peach and orange juice sweetness balanced with the tartness of dry champagne

PRODUCT DETAILS

STYLE	Hard Seltzer
TARGET CONSUMER	
MARKETS	National
NUTRITION PROFILE	100 calories /12oz, 2g carbs
ABV	5% / 12oz
PACKAGE DIMENSIONS/ WEIGHT	12pk: 9.09 IN x 6.81 IN x 6.16 IN; 10.04 LB 16oz: 7.85 IN x 5.25 IN x 6.2 IN; 6.6LB
CASE DIMENSIONS / WEIGHT	12pk: 14.06 IN x9.63 IN x 6.25 IN; 20.08 LB 16oz: 16.06 IN x 10.75 IN x 6.31 IN; 26.34
UNITS PER PALLET	12pk: 110 16oz: 56
LAYERS PER PALLET	12pk: 11 16oz: 8
UNITS PER LAYER	12pk: 130 16oz: 7
SHELF LIFE	40 weeks
PRICING GUIDANCE	At parity with White Claw
PLACEMENT	With other hard seltzers

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Vizzy 12oz 12pk
Variety Inner



Pineapple
Orange
12oz Primary



Pomegranate
Orange
12oz Primary



Strawberry
Orange
12oz Primary



Peach Orange
12oz Primary



Strawberry
Orange
16oz Primary



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- **ABV:** 5%
- **SUGAR:** 1g
- **GLUTEN FREE**

TASTING NOTES

Watermelon Lemonade

Perfectly balanced, with hints of ripe watermelon sweetness that balances a slightly tart lemonade acidity with a crisp clean finish

Raspberry Lemonade

Perfectly balanced, with a touch of berry sweetness that balances a slightly tart lemonade acidity with a crisp clean finish

Peach Lemonade

Perfectly balanced, with a touch of peach juice sweetness that balances a slightly tart lemonade acidity with a crisp clean finish

Strawberry Lemonade

Perfectly balanced, with hints of berry sweetness that balances a slightly tart lemonade acidity with a crisp clean finish.

PRODUCT DETAILS

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TARGET CONSUMER	
MARKETS	National
NUTRITION PROFILE	100 calories /12oz, 2g carbs
ABV	5% / 12oz
PACKAGE DIMENSIONS/ WEIGHT	12pk: 9.09 IN x 6.81 IN x 6.16 IN; 9.95 LB 16oz: 7.85 IN x 5.25 IN x 6.2 IN; 6.6LB
CASE DIMENSIONS / WEIGHT	12pk: 14.06 IN x9.63 IN x 6.25 IN; 20.08 LB 16oz: 16.06 IN x 10.75 IN x 6.31 IN; 26.34 24oz: 11.94 IN x 8.81 IN z 7.82 IN; 19.94 LB
UNITS PER PALLET	12pk: 110 16oz: 56 24oz: 98
LAYERS PER PALLET	12pk: 11 16oz: 8 24oz: 7
UNITS PER LAYER	12pk: 10 16oz: 7 24oz: 14
SHELF LIFE	40 weeks
PRICING GUIDANCE	At parity with White Claw
PLACEMENT	With other hard seltzers

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Vizzy 12oz 12pk
Variety Inner



034100015077



Watermelon
Lemonade
12oz Primary



0341000009588



Raspberry
Lemonade
12oz Primary



0341000009564



Peach
Lemonade
12oz Primary



0341000009557



Strawberry
Lemonade
12oz Primary



0341000009571



Raspberry
Lemonade
16oz Primary



034100006945



Raspberry
Lemonade
16oz Primary



034100009595



034100013455

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After a successful summer 2023 launch, fan favorite Vizzy Orange Cream Pop will be returning for a second limited release in summer 2024

BRAND HIGHLIGHTS

#2 new seltzer item
since launch

Grew share to
0.76 share points

Fastest turning
Vizzy VP

PRODUCT SPECIFICATIONS

- **STYLE:** Vibrantly flavored hard seltzer
- **COLOR:** Refreshingly clear & effervescent with a slight natural haze
- **CALORIES:** 90 Calories
- **CARBS:** 1G Carbs
- **CARBONATION:** Medium
- **ABV:** 4.5% ABV
- **MALT:** Flavored Malt

LAUNCH DATE:

5/13/2024

PLACEMENT:

Adjacent to VFOB

PRICE GUIDANCE:

At parity with VFOB

SKUs

40 WEEK
SHELF LIFE



12PK 12OZ CAN

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BRAND STORY

Vizzy Orange Cream Pop created waves this summer, **driving incremental volume and share for Vizzy's family of brands**. So, we're bringing back this buzzworthy, nostalgic flavor next summer, giving consumers a **second chance to try the season's hottest flavor**.

BRAND FACTS

- Vizzy Orange Cream Pop is the **#2 seltzer item since launch**
- This **vibrant flavored** hard seltzer is the perfect burst of cool flavor on a hot summer day
- This LTO **seamlessly taps into nostalgia**, one of the biggest current cultural trends

PRODUCT SPECIFICATIONS

- **STYLE:** Vibrantly flavored hard seltzer
- **COLOR:** Refreshingly clear & effervescent with a slight natural haze
- **CALORIES:** 90 Calories
- **CARBS:** 1G Carbs
- **MEDIUM LEVEL OF CARBONATION**
- **ABV:** 4.5% ABV
- **MALT:** Flavored malt

TASTING NOTES

ORANGE & VANILLA

A nostalgic blend of orange and vanilla with a touch of sweetness reminiscent of orange cream soda

PRODUCT DETAILS	
STYLE	Seltzer
TARGET CONSUMER	21 – 34 YO drinkers; Need to drive Awareness & Trial.
MARKETS	National
NUTRITION PROFILE	90calories, 1g carbs, 1g sugar/ 12oz
ABV	4.5% / 12oz
PACKAGE DIMENSIONS/ WEIGHT	9 IN x 6.75 IN x 6.16 IN, 9.9 LB
CASE DIMENSIONS / WEIGHT	14.31 IN x 9.44 IN x 6.25 IN, 20 LB
UNITS PER PALLET	110
LAYERS PER PALLET	11
UNITS PER LAYER	10
SHELF LIFE	40 weeks
PRICING GUIDANCE	At parity with Vizzy Variety Packs
PLACEMENT	Adjacent to Vizzy Variety Packs



Vizzy Orange Cream Pop
12pk 12oz
Inner




034100013004

Vizzy Orange Cream Pop
12oz
Primary




034100003036