Henry Weinhard

NO ORDINARY
Gourmet Soda

HENRY WEINHARD SODA

A Legacy of Ingenuity. Unprohibited flavors. Made with Cane Sugar.

BRAND HIGHLIGHTS

- Henry Weinhard was the #3 brand in the gourmet soda segment despite having the lowest ACV, while maintaining the highest repeat rates*
- Delivers real great taste, premium packaging, unique flavors and real cane sugar
- Offered in a 6 pack which consumers prefer due to overall value and convenience

PRODUCT SPECIFICATIONS

- **CALORIES:** 180 (per 12 oz bottle)
- **52-week shelf life**
- **No Shelf Life Required**

FLAVORS

- Root Beer
- Vanilla Cream
- Orange Cream
- Black Cherry Cream

PLACEMENT:

In Gourmet Soda Aisle

PRICE GUIDANCE:

At parity w/ Gourmet Soda Category

SKUs

52 WEEK SHELFLIFE

12OZ BOTTLE 6PK
ROOTBEER, VANILLA CREAM, ORANGE CREAM, BLACK CHERRY CREAM

12OZ BOTTLE
ROOTBEER, VANILLA CREAM, ORANGE CREAM, BLACK CHERRY CREAM

*2023 Year End IRI data

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BRAND STORY

In 1851, Henry journeyed from Germany to Portland with a love of beer. He created a successful brewery and began concocting his own recipes. In 1920, Prohibition happened. Instead of giving up, he spun his situation, leaving alcohol behind to carefully craft bottles of bubbles filled with flavor. Over 100 years later we are dedicated to delighting soda lovers by staying true to the Weinhard way- brewing with cane sugar and infusing creativity into the everyday.

BRAND FACTS

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PRODUCT DETAILS	
STYLE	Root Beer and Cream Soda
TARGET CONSUMER	27-34 Young Affluent Millennials
MARKETS	National
NUTRITION PROFILE	170-180 calories /12oz, ~40g sugar
ABV	0% / 12oz
OSKU	Root Beer: 700720 Vanilla Cream: 700728 Orange Cream: 700729 Black Cherry Cream: 700662
PACKAGE DIMENSIONS (LWH	6pk: 2.56 IN x 2.56 IN x 7.63 IN
CASE DIMENSIONS (LWH) / WEIGHT	Inner package: 7.5 IN x 5 In x 9 IN Outer package: 14.72 IN x 9.91 IN x 9.18 IN Weight: 32.8 pounds
UNITS PER PALLET	64
LAYERS PER PALLET	8
UNITS PER LAYER	8
SHELF LIFE	52 weeks
PRICING GUIDANCE	At parity with Gourmet Soda Category
PLACEMENT	Adjacent to Gourmet Soda Category

Henry Weinhard Root Beer Single	Henry Weinhard Vanilla Cream Single	Henry Weinhard Orange Cream Single	Henry Weinhard Black Cherry Cream Single
034100002596	034100002589	034100002572	034100006327

Henry Weinhard Root Beer 6 Pack	Henry Weinhard Vanilla Cream 6 Pack	Henry Weinhard Orange Cream 6 Pack	Henry Weinhard Black Cherry Cream 6 Pack
034100668051	034100638054	034100618056	0341000658052

Henry Weinhard Root Beer 24 Pack Case	Henry Weinhard Vanilla Cream 24 Pack Case	Henry Weinhard Orange Cream 24 Pack Case	Henry Weinhard Black Cherry Cream 24 Pack Case
Case Code UPC 034100664053	Case Code UPC 034100634056	Case Code UPC 034100614058	Case Code UPC 034100654054
Carrier Code UPC 034100668051	Carrier Code UPC 034100638054	Carrier Code UPC 034100618056	Carrier Code UPC 034100658052

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