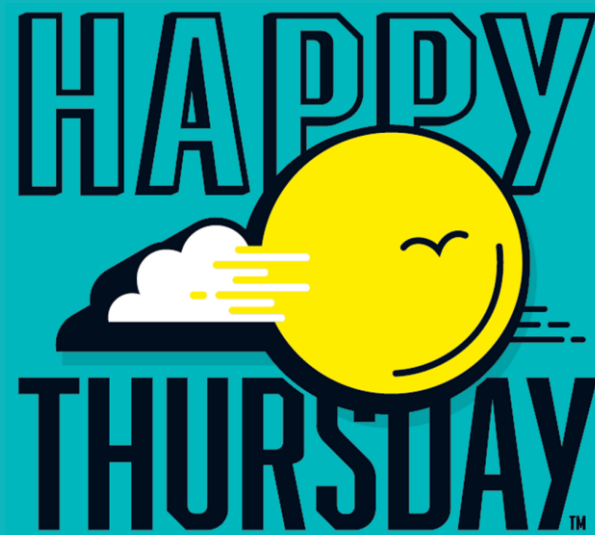




HAPPY THURSDAY. Because why wait for Friday?

REASONS TO BELIEVE

- Household Penetration is higher among 21+ Gen Zers than any other generation¹
- A21-26 consumers cite carbonation as a top barrier to FAB⁵
- A21-26 over-index in the FAB category²
- Happy Thursday represents an \$84M opportunity by playing in the growing FAB space
- 1 in 4 consumers A21-26 seek low/reduced sugar options⁴
- 22% of consumers report sourcing from full proof spirits & wine³

PRODUCT SPECIFICATIONS

- **STYLE:** Spiked Refresher
- **COLOR:** Slight haze in the pour with beautiful true to fruit color
- **CALORIES:** 120-130
- **SUGAR:** <10g
- **CARBONATION:** None
- **ABV:** 4.4%
- **ALCOHOL BASE:** Alcohol (Fermented from Sugar), Does Not Contain Distilled Spirits
- **GLUTEN FREE**

LAUNCH DATE:

3/4/2024

PLACEMENT:

Adjacent to FAB

PRICE GUIDANCE:

At parity w/ Mike's Hard

SKUs

40 WEEK
SHELF LIFE



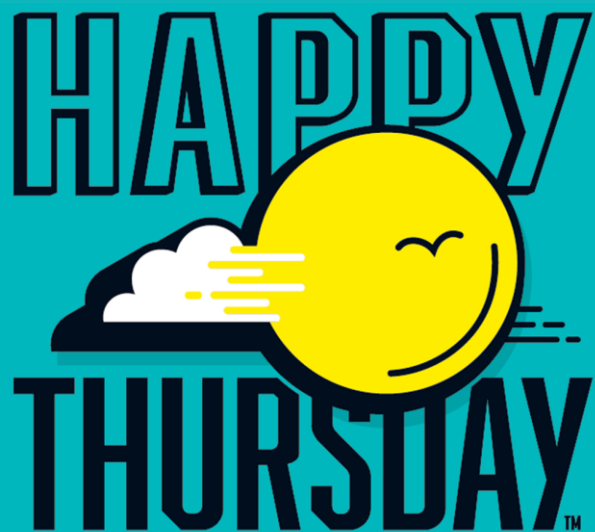
24PK 12OZ
SLIM CAN
VARIETY PACK



24OZ CAN
STRAWBERRY
PINEAPPLE STARFRUIT



16OZ CAN
STRAWBERRY



BRAND STORY

Introducing Happy Thursday, a new line of spiked refreshers that are 4.4% ABV, bubble-free, and taste real good. Perfect for those casual but lively hangs when you and your crew can make Friday vibes, anytime. Let loose without losing control and celebrate the upside with Happy Thursday. Because why wait for Friday?

BRAND FACTS

- A21-26 consumers cite carbonation as a major barrier to FAB, so Happy Thursday has zero carbonation.
- Happy Thursday has lower calories and sugar content than competitors providing a unique point of difference that resonates with consumers A21-26.

TASTING NOTES

MANGO PASSIONFRUIT

Bright and juicy mango forward with passionfruit notes in the background and a pop of sweetness.

BLACK CHERRY

Nostalgic black cherry with low sweet/tart notes and a smooth finish.

PINEAPPLE STARFRUIT

Fresh, ripe pineapple forward with tropical notes in the background and a low sweet/tart note in the clean finish.

STRAWBERRY

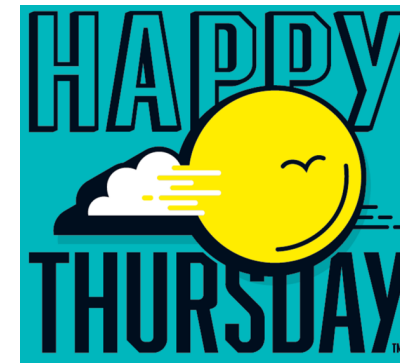
Fresh, ripe, juicy strawberry with low balanced sweet/tart, and a clean finish.

PRODUCT SPECIFICATIONS

- **STYLE:** Spiked Refresher
- **COLOR:** Slight haze in the pour with beautiful true to fruit color
- **CALORIES:** 120-130
- **SUGAR:** <10g
- **NO CARBONATION**
- **ABV:** 4.4%
- **ALCOHOL BASE:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits

PRODUCT DETAILS

STYLE	Spiked Refresher
TARGET CONSUMER	21-26 , 27-34 Young Millennials, 21+ FAB Drinkers
MARKETS	National
NUTRITION PROFILE	120-130 calories /12oz, <10g sugar
ABV	4.4% / 12oz
OSKU	12pk Variety: 710724 24oz Strawberry: 710699 24oz Pineapple Starfruit: 710701 16oz Strawberry: 710732
PACKAGE DIMENSIONS/ WEIGHT	12pk: 9.12 IN x 6.88 IN x 6.19IN; 9.9 LB 24oz: 2.875 IN x 2.875 IN x 7.6 IN; 1.5 LBS 16oz: 2.6 IN x 2.6 IN x 6.19 IN; 1.1 LBS
CASE DIMENSIONS / WEIGHT	12pk: 14.31 IN x 9.44 IN x 6.25 IN; 20 LB 24oz: 11.75 IN x 5.875 IN x 7.9 IN; 19 LBS 16oz: 16.063 IN x 10.75 IN x 6.313 IN; 26 LBS
UNITS PER PALLET	12pk: 110 24oz: 102 16oz: 56
LAYERS PER PALLET	12pk: 11 24oz: 6 16oz: 8
UNITS PER LAYER	12pk: 10 24oz: 17 16oz: 7
SHELF LIFE	40 weeks
PRICING GUIDANCE	At parity with Mike's Hard Lemonade
PLACEMENT	Adjacent to FAB



Happy Thursday Variety Pack Inner	Happy Thursday Strawberry Primary	Happy Thursday Pineapple Starfruit Primary	Happy Thursday Black Cherry Primary	Happy Thursday Mango Passionfruit Primary
034100013349	034100013288	34100013271	034100013257	034100013264

Happy Thursday Strawberry 24oz Primary	Happy Thursday Strawberry 24oz Outer	Happy Thursday Pineapple Starfruit 24oz Primary	Happy Thursday Pineapple Starfruit 24oz Outer	Happy Thursday Strawberry 16oz Primary
034100013325	34100013370	034100013301	34100013356	034100013295