

# 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

## 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                | TASTE                                      |
|----------------------|--------------------------------------------|
| Fermented apple      | Low malt+ bitterness, with tart apple cues |
| MOUTHFEEL            | FINISH                                     |
| Light to medium body | Crisp. Clean. Finish                       |

# REDD'S

## HARD APPLE



### BRAND STORY

Redd's Hard Apple Peach is a refreshing beer plus the delicious taste of peach. It's as if we took a pint of beer, planted it in a peach orchard and now we all get to reap the rewards.

Redd's Hard Apple Peach has 5 percent alcohol by volume and only 165 calories per 12oz serving. It comes in 6 pack bottles and is available in 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 mixed with subtle peach cues

#### TASTE

Low malt+ bitterness, strong apple cues with a hint of peach

#### MOUTHFEEL

Light to medium body

#### FINISH

Crisp. Clean. Finish

# REDD'S HARD APPLE



## BRAND STORY

Redd's Hard Apple Peach is a refreshing beer plus the delicious taste of peach. It's as if we took a pint of beer, planted it in a peach orchard and now we all get to reap the rewards.

Redd's Hard Apple Peach has 5 percent alcohol by volume and only 165 calories per 12oz serving. It comes in 6 pack bottles and is available in 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                                             | TASTE                                                             |
|---------------------------------------------------|-------------------------------------------------------------------|
| Fermented apple mixed with subtle strawberry cues | Low malt+ bitterness, strong apple cues with a hint of strawberry |
| MOUTHFEEL                                         | FINISH                                                            |
| Light to medium body                              | Crisp. Clean. Finish                                              |

# REDD'S

## HARD APPLE



### BRAND STORY

Redd's Hard Apple Black Cherry takes two already great things and brings them together in a glorious union of beery flavor. Apple and black cherry, together forever. Or at least until you need a refill.

Redd's Hard Apple Black Cherry has 5 percent alcohol by volume and only 165 calories per 12oz serving. It comes in 6 pack bottles.

### 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 mixed with subtle black cherry cues

#### TASTE

Low malt+ bitterness, strong apple cues with a hint of black cherry

#### MOUTHFEEL

Light to medium body

#### FINISH

Crisp. Clean. Finish