

VIZZY™

MIMOSA HARD SELTZER

REASONS TO BELIEVE

#4 TOP SELLING Hard Seltzer in America

OUTPERFORMS 97% of Hard Seltzer Brands in Dollar Sales

NEW Style of Hard Seltzer - **UNIQUE MIMOSA**

Mimosas are **#2 ON-PREMISE COCKTAIL** with 21-34 YO

SOURCE: IRI Unify; Total MULO+Conv L13w/e 9/26/21, IRI Unify; Total US Food; YTD 5/16/21; SOC L52w/e 4/18/21; IPSOS Concept Test-Vizzy Pipeline & MC Shopper Pulse July IRI Unify

SKUs



12PK 12OZ
SLIM CAN VARIETY PACK



24OZ & 16OZ CAN
Strawberry Orange



12PK 12OZ
STRAWBERRY ORANGE PACK
*4/4 RETAIL START



**MADE WITH REAL ORANGE JUICE &
ANTIOXIDANT VITAMIN C**

- **100 CALORIES***
 - **5% ABV**
 - **0G SUGAR**
 - **GLUTEN FREE**
- *Per 12 oz

LAUNCHING:
FEBRUARY 28, 2022

PRICE GUIDANCE:
PRICE AT PARITY TO WHITE CLAW

SHELF LIFE:
40 WEEKS

PLACEMENT:
WITH OTHER HARD SELTZERS

VARIETY PACK - 12pk 12oz



BRAND	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)	PRIMARY IMAGE
VIZZY MIMOSA HARD SELTZER VARIETY PACK				
24 2/12 12OZ AL CAN SL CAR VTR	N/A			NO IMAGE AVAILABLE
NONE				

STRAWBERRY ORANGE - 24oz & 16oz cans, 12pk 12oz



BRAND	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)	PRIMARY IMAGE
VIZZY MIMOSA HARD SELTZER STRAWBERRY ORANGE				
12 LS 24OZ AL CAN IS VTR		N/A		NO IMAGE AVAILABLE



BRAND	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
VIZZY MIMOSA HARD SELTZER STRAWBERRY ORANGE			
24 4/6 16OZ AL CAN IS HIC VTR		N/A	N/A



Brand Long Name	OSKU	MSKU	Material Long Description
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VIZZY MIMOSA
HARD SELTZER
STRAWBERRY
ORANGE

708164

50674

VIZZY MHS STR O 24 2/12
12OZ AL SL CAN CAR TRY
(4) DP P0



VIZZY™
MIMOSA HARD SELTZER

PEACH ORANGE



PINEAPPLE ORANGE



STRAWBERRY ORANGE



POMEGRANATE ORANGE



APPEARANCE

Clear with a hint of natural haze from real Orange Juice

Clear with a hint of natural haze from real Orange Juice

Clear with a hint of natural haze from real Orange Juice

Clear with a hint of natural haze from real Orange Juice

AROMA

Flavorful and aromatic, with a refreshing blend of juicy peach notes and fresh squeezed orange juice, supported by a hint of dry champagne

Bright & tropical, with ripe, juicy pineapple notes blended with fresh squeezed orange juice and a hint of dry champagne

Bright and juicy, with a blend of fresh squeezed orange juice, ripe, jammy strawberry and a hint of dry champagne

Refreshing and juicy, with fresh squeezed orange juice notes topped with berry-like, seedy pomegranate and a hint of dry champagne

TASTE

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

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

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

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

MOUTHFEEL

Crisp and refreshing with sparkling effervescence

Crisp and refreshing with sparkling effervescence

Crisp and refreshing with sparkling effervescence

Crisp and refreshing with sparkling effervescence

FINISH

Refreshing and crisp with a hint of lingering acidity

Refreshing and crisp with a hint of lingering acidity

Refreshing and crisp with a hint of lingering acidity

Refreshing and crisp with a hint of lingering acidity

VIZZY™

HARD SELTZER

REASONS TO BELIEVE

MADE WITH ANTIOXIDANT VITAMIN C FROM SUPERFRUIT ACEROLA

- **100 CALORIES***
- **5% ABV**
- **ONLY 1G SUGAR**
- **CERTIFIED GLUTEN FREE**

*Per 12 oz

SKUs



**12PK 12OZ
SLIM CAN VARIETYPACK**
Black Cherry Lime, Pineapple
Mango, Blueberry Pomegranate,
Strawberry Kiwi



**6PK 12OZ
SLIM CAN**
Pineapple
Mango



16OZ CAN
Pineapple
Mango



**24OZ
CAN**
Pineapple
Mango



HARD SELTZER WITH NATURAL FLAVORS

IN MARKET

SHELF LIFE:

26 WEEKS

PRICING GUIDANCE:

**PRICE AT PARITY TO
WHITE CLAW**

PLACEMENT:

**WITH OTHER HARD
SELTZERS**

PER 12 OZ., ALL FLAVORS: 100 CALS, 2G CARBS, 0G PROTEIN, 0G FAT PER 16 OZ., PINEAPPLE MANGO: 130 CALS, 2G CARBS, 0G PROTEIN, 0G FAT PER 24 OZ., PINEAPPLE MANGO: 200 CALS, 4G CARBS, 0G PROTEIN, 0G FAT

CELEBRATE RESPONSIBLY™

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FLAVORED BEER

VARIETY PACK	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 24 2/12 12OZ AL CAN SL CAR VTR NONE	N/A	 0 34100 01232 8	 0 34100 01234 2

BLACK CHERRY LIME	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 24 LS 12OZ AL CAN SL TRS* 034100000134	 0 34100 00013 4	N/A	N/A

BLUEBERRY POMEGRANATE	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 24 LS 12OZ AL CAN SL TRS* 034100000110	 0 34100 00011 0	N/A	N/A

STRAWBERRY KIWI	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 24 LS 12OZ AL CAN SL TRS* 034100000776	 0 34100 00077 6	N/A	N/A

PINEAPPLE MANGO	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 24 LS 12OZ AL CAN SL TRS* 034100000363	 0 34100 00036 3	N/A	N/A

Click to add text

PINEAPPLE MANGO	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 24 4/6 12OZ CAN SL CAR VTR 034100000363	 0 34100 00036 3	 0 34100 01233 5	 0 34100 01235 9

 24 4/6 16OZ AL CAN IS HIC VTR 034100000806	 0 34100 00080 6	N/A	 0 34100 01237 3
 12 LS 24OZ AL CAN S VTR 034100000974	 0 34100 00097 4	N/A	 0 34100 01239 7

VIZZY™
HARD SELTZER
with **ANTIOXIDANT VITAMIN C**
FROM ACEROLA SUPERFRUIT

N/A
*Available in Variety
Pack only

Vizzly Pack – Sensory Overview



A: A refreshingly clear liquid with a hint of color from natural fruit juice

A: Rich aroma of ripe black cherries highlighted by the bright, zesty citrus notes of lime peel

T: Juicy cherry sweetness that is delicately balanced by a refreshing hint of crisp lime tartness

M: Sparkling effervescence adds to the light body and delicate mouthfeel

F: Brisk and refreshingly clean, with a hint of cherry juice sweetness in the finish



A: A refreshingly clear liquid with a hint of color from natural fruit juice

A: Juicy tropical notes, with a bright blend of ripe mango and freshly squeezed pineapple juice

T: Perfectly balanced, with a hint of sweetness from pineapple juice that elevates the tartness of natural fruit

M: Sparkling effervescence adds to the light body and delicate mouthfeel

F: Brisk and refreshingly clean, with a hint of sweetness and a subtle lingering mango



A: A refreshingly clear liquid with a hint of color from natural fruit juice

A: A complex blend of dark berries, highlighted by blueberry jam with underlying floral and seedy pomegranate notes

T: The fresh, juicy taste of mixed berries, balanced with a subtly sweet and tart hint of pomegranate

M: Sparkling effervescence adds to the light body and delicate mouthfeel

F: Brisk and refreshingly clean, with a hint of sweetness and a subtle lingering blueberry



A: A refreshingly clear liquid with a hint of color from natural fruit juice

A: A juicy blend of ripe strawberry with subtle undertones of green melon and freshly cut kiwi

T: Well balanced, with fresh strawberry sweetness that melds seamlessly with a hint of kiwi tartness

M: Sparkling effervescence adds to the light body and delicate mouthfeel

F: Brisk and refreshingly clean, with a touch of sweetness in the finish

Nutritional Details

Calorie: 100
Carbs: 2g
Sugar: 1g
ABV: 5% *per 12 OZ serving
Certified Gluten-Free

VIZZY™

HARD SELTZER

REASONS TO BELIEVE

**MADE WITH ANTIOXIDANT VITAMIN C
FROM SUPERFRUIT ACEROLA**

- **100 CALORIES***
- **ONLY 1G SUGAR**
- **5% ABV**
- **CERTIFIED GLUTEN FREE**

*Per 12oz

VARIETY PACK 2



**12PK 12OZ
SLIM CAN VARIETY PACK**
Papaya Passionfruit, Blackberry
Lemon Watermelon Strawberry,
Raspberry Tangerine

**BRAND VIDEO
SCAN**



HARD SELTZER WITH NATURAL FLAVORS

**In- Market
SHELF LIFE:
40 WEEKS**

**PRICING GUIDANCE:
PRICE AT PARITY
TO WHITE CLAW
PLACEMENT:
WITH OTHER
HARD SELTZERS**

CELEBRATE RESPONSIBLY

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VARIETY PACK 2	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
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24 2/12 12OZ
AL CAN SL CAR VTR
NONE

N/A



BLACKBERRY LEMON	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
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24 LS 12OZ
AL CAN SLTRS*
034100000545



N/A

N/A

PAPAYA PASSIONFRUIT	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
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24 LS 12OZ
AL CAN SLTRS*
034100000546



N/A

N/A

RASPBERRY TANGERINE	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
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24 LS 12OZ
AL CAN SLTRS*
034100000547



N/A

N/A

WATERMELON STRAWBERRY	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
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24 LS 12OZ
AL CAN SLTRS*
034100000548



N/A

N/A

*Available in Variety Pack 2 only

VIZZYTM

HARD SELTZER

with ANTIOXIDANT VITAMIN C

FROM ACEROLA SUPERFRUIT

VARIETY PACK #2 – SENSORY OVERVIEW



A: Clear in the pour with no foam

A: A moderate mix of passion fruit and other ripe, tropical fruit tones

T: Low tropical fruit blends with trace sweet and sour tastes

M: Light Body

F: Finishes with a slight sweet taste



A: Clear in the pour with no foam

A: Moderate aromas of raspberry and citrus fruits

T: A fruity/citrus blend enhanced by low sour and sweet tastes

M: Light Body

F: Finishes with a slight sweet taste



A: Pours clear with a hint of color and no foam

A: A moderate overall aroma with berry leading hints of lemon

T: Balanced berry and lemon flavor with a fruit-appropriate sweet/tart mix

M: Light Body

F: Low fruity /berry taste in the finish



A: Pours clear with a hint of color and no foam

A: Watermelon forward with a low berry aroma finish

T: Low moderate sweet watermelon flavor

M: Light Body

F: Low melon taste in the finish

Nutritional Details

Calorie: 100

Carbs: 2g

Sugar: 1g

ABV: 5% *per 12 OZ serving

IBUs:

SRM:

Certified Gluten-Free

VIZZY™

LEMONADE HARD SELTZER

REASONS TO BELIEVE

MADE WITH ANTIOXIDANT VITAMIN C
FROM SUPERFRUIT ACEROLA

- 100 CALORIES*
- 5% ABV
- CERTIFIED GLUTEN FREE

*Per 12 oz

SKUs



**12PK 12OZ
SLIM CAN VARIETY PACK**
Strawberry Lemonade, Peach
Lemonade, Raspberry Lemonade,
Watermelon Lemonade



24OZ CAN
Raspberry
Lemonade



16OZ CAN
Raspberry Lemonade
(Coming Feb. 2022!)



HARD SELTZER WITH NATURAL FLAVORS

LAUNCHED:
APRIL 1, 2021
SHELF LIFE:
26 WEEKS

PRICING GUIDANCE:
PRICE AT PARITY
TO WHITE CLAW
PLACEMENT:
WITH OTHER
HARD SELTZERS

CELEBRATE RESPONSIBLY

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VARIETY PACK	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 24 2/12 12OZ AL CAN SL CAR VTR NONE	N/A	 0 34100 01507 7	 0 34100 01508 4

RASPBERRY LEMONADE	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 24 LS 12OZ AL CAN SLTRS* 034100000956	 0 34100 00956 4	N/A	N/A
 24 4/6 16OZ AL CAN IS VTR 034100006945	 0 34694 1 5	N/A	N/A
 12 LS 24OZ AL CAN IS VTR 0341000009595	 0 34100 00959 5	N/A	 0 34100 01345 5

WATERMELON LEMONADE	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 24 LS 12OZ AL CAN SLTRS* 034100000958	 0 34100 00958 8	N/A	N/A

PEACH LEMONADE	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 24 LS 12OZ AL CAN SLTRS* 034100000955	 0 34100 00955 7	N/A	N/A

STRAWBERRY LEMONADE	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 24 LS 12OZ AL CAN SLTRS* 034100000957	 0 34100 00957 1	N/A	N/A

*Available in Variety Pack only

VIZZY™
 LEMONADE HARD SELTZER
with **ANTIOXIDANT VITAMIN C**
 FROM ACEROLA SUPERFRUIT

WHY LEMONADE?

- ✓ **Highly Relevant Proposition:**
 - The Vizzy Lemonade Hard Seltzer with Antioxidant Vitamin C concept shows strong potential due to strength on key drivers of trial, relevance, and differentiation.
Source: IPSOS Idea Screen, June 2020
- ✓ **Consumers found our key point of difference Antioxidant Vitamin C even more compelling when paired with a Lemonade Hard Seltzer.**

VIBRANT PACKAGING THAT STANDS OUT

- ✓ **Vizzy Lemonade packaging outperforms Truly Lemonade across key metrics:**
 - 95% of consumers indicated this pack was easy to find on shelf, compared to only 85% for Truly Lemonade
 - Vizzy Lemonade outperformed Truly Lemonade on overall liking, with 94% indicating they liked Vizzy vs. 89% for Truly Lemonade
 - 87% of consumers were interested in purchasing this pack vs. 79% of consumers with Truly Lemonade

Source: Buzzback Secondary Packaging Evaluation, August 2020

FOUR WIDELY APPEALING + DIFFERENTIATED LEMONADE FLAVORS

- ✓ Strawberry Lemonade
- ✓ Raspberry Lemonade
- ✓ Peach Lemonade
- ✓ Watermelon Lemonade

STRONG PERFORMANCE SINCE LAUNCH



2nd Fastest Lemonade Hard Seltzer Variety Pack on the market

Source: IRI, Tot US Multi Outlet + Conv, Vol Sales/CWD, w/e 6/6/21



50% prefer Vizzy Lemonade to the hard seltzer they purchase most often*
(other Vizzy products excluded)



3/4 of those who have tried both prefer Vizzy Lemonade to Truly Lemonade*



93% plan to consume Vizzy Lemonade again; 4/5 plan to purchase at least monthly*

**Source: AMC Global Purchaser Follow-Up Study, completed 4/8 – 5/3/21, N=200 purchasers*

VIZZY
LEMONADE HARD SELTZER

Lemonade Variety Pack– Sensory Overview



A: Clear with a hint of color and slight haze from natural juice

A: A blend of fresh and jammy strawberry notes accented by the brightness of fresh squeezed lemonade

T: Perfectly balanced, with hints of berry sweetness that balances a slightly tart lemonade acidity

M: Light and refreshing, with brisk carbonation

F: Crisp and clean, with a pleasant hint of sweet/tart lemonade



A: Clear with a hint of color and slight haze from natural juice

A: Juicy, freshly sliced peach notes highlighted by the brightness of fresh squeezed lemonade

T: Perfectly balanced, with a touch of peach juice sweetness that balances a slightly tart lemonade acidity

M: Light and refreshing, with brisk carbonation

F: Crisp and clean, with a pleasant hint of sweet/tart lemonade



A: Clear with a hint of color and slight haze from natural juice

A: Ripe, fresh picked raspberry blended with the brightness of fresh squeezed lemonade

T: Perfectly balanced, with a touch of berry sweetness that balances a slightly tart lemonade acidity

M: Light and refreshing, with brisk carbonation

F: Crisp and clean, with a pleasant hint of sweet/tart lemonade



A: Clear with a hint of color and slight haze from natural juice

A: Juicy, fresh pressed watermelon notes accented by the brightness of fresh squeezed lemonade

T: Perfectly balanced, with hints of ripe watermelon sweetness that balances a slightly tart lemonade acidity

M: Light and refreshing, with brisk carbonation

F: Crisp and clean, with a pleasant hint of sweet/tart lemonade

Nutritional Details

Calorie: 100
Carbs: 2g
Sugar: 0g
ABV: 5% *per 12 OZ serving
Gluten-Free

WHY WATERMELON HARD SELTZER?

- ✓ Watermelon is a **NEW + DIFFERENT** style of hard seltzer that champions refreshment
- ✓ **Widely appealing flavor trend that resonates with hard seltzer drinkers**

STANDOUT PACKAGING

BOLD packaging breaks through on shelf:

- ✓ Ranked #1 Most Eye-Catching Pack on shelf, beating out White Claw, Truly Lemonade, Corona Hard Seltzer, & MORE
- ✓ Consumers are immediately drawn to our Antioxidant Vitamin C messaging

ADDED BENEFIT OF ANTIOXIDANT VITAMIN C

Antioxidant Vitamin C reinforce the presence of positive Vizzy is known for:

- ✓ Vitamin C had the **HIGHEST** consumer purchase intent amongst 43 B4U ingredients:

VIZZY[™]
HARD SELTZER

VIZZY™

HARD SELTZER

REASONS TO BELIEVE

MADE WITH REAL WATERMELON JUICE &
ANTIOXIDANT VITAMIN C

- **100 CALORIES***
 - **5% ABV**
 - **ONLY 1G SUGAR**
 - **GLUTEN FREE**
- *Per 12 oz

SKUs



**12PK 12OZ
SLIM CAN VARIETY PACK**
Blueberry Watermelon, Kiwi Watermelon,
Passionfruit Watermelon, Mango Watermelon



24OZ CAN
Passionfruit
Watermelon



LAUNCHING:
JULY 26, 2021

SHELF LIFE:
40 WEEKS

PRICE GUIDANCE:
**PRICE AT PARITY TO
WHITE CLAW**

PLACEMENTS:
**WITH OTHER
HARD SELTZERS**

VARIETY PACK	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 24 2/12 12OZ AL CAN SL CAR VTR NONE	N/A	 0 34100 00188 9	 0 34100 00191 9
PASSIONFRUIT WATERMELON	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 24 LS 12OZ AL CAN SLTRS 03410000184 1	 0 341841 1	N/A	
 12 LS 24OZ AL CAN IS VTR 034100001421	 0 341421 1		 0 34100 00194 0
BLUEBERRY WATERMELON	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 24 LS 12OZ AL CAN SLTRS 034100001100	 0 341101 0	N/A	N/A

MANGO WATERMELON	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
 24 LS 12OZ AL CAN SLTRS 03410000182 7	 0 341821 7	N/A	N/A
KIWI WATERMELON			
 24 LS 12OZ AL CAN SLTRS 034100001353	 0 341351 3	N/A	N/A

*Available in Variety Pack only

VIZZY™
HARD SELTZER

Watermelon Variety Pack– Sensory Overview



A: Brilliantly clear with a hint of color from real watermelon juice

A: Sweet, juicy watermelon accented by jammy blueberry notes

T: Flavorful and balanced, with a touch of watermelon sweetness and hint of natural berry tartness

M: Light and refreshing, with a crisp effervescence

F: Ultraa-refreshing and clean, with a hint of watermelon sweetness



A: Brilliantly clear with a hint of color from real watermelon juice

A: The perfect blend of juicy, sweet watermelon and fresh, ripe kiwi

T: Flavorful and balanced, with a touch of watermelon sweetness and hint of tart kiwi

M: Light and refreshing, with a crisp effervescence

F: Ultraa-refreshing and clean, with a hint of watermelon sweetness



A: Brilliantly clear with a hint of color from real watermelon juice

A: Tropical bright passion fruit accented by sweet, fresh pressed watermelon juice notes

T: Flavorful and balanced, with a touch of watermelon sweetness and hint of passion fruit tartness

M: Light and refreshing, with a crisp effervescence

F: Ultraa-refreshing and clean, with a hint of watermelon sweetness



A: Brilliantly clear with a hint of color from real watermelon juice

A: Bright and tropical, with freshly sliced mango notes accented by sweet, juicy watermelon

T: Flavorful and balanced, with the sweetness of fresh watermelon and ripe mango notes

M: Light and refreshing, with a crisp effervescence

F: Ultraa-refreshing and clean, with a hint of watermelon sweetness

Nutritional Details

Calorie: 100

Carbs: 2g

Sugar: 1g

ABV: 5% *per 12 OZ serving

Gluten-Free