

HAPPY THURSDAY[®]

SPIKED REFRESHERS



12 | 12 FL OZ
CANS

HAPPY THURSDAY. Because why wait for Friday?

REASONS TO BELIEVE

- Bloating from carbonation is the #1 barrier to FAB among A21-34 drinkers so we created a bubble free liquid
- A21-26 over-index in the FAB category and since launch, Happy Thursday is over indexing with Gen Z LDA consumer
- Happy Thursday is 1.6x more effective on display vs. Total FAB and has a 200% lift when on feature and display
- Households trying Happy Thursday continues to build MoM for both the franchise and variety pack

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

HAPPY THURSDAY[®]

SPIKED REFRESHERS



BRAND STORY

With Happy Thursday, the weekend is always within reach. Ready to be opened, ready to be shared, each sip of Happy Thursday is a taste of that weekend feeling - fun, fruity, smooth & fizz free. With 4.4% alcohol by volume, it's the perfect Spiked Refresher. Why wait for Friday? Make any day a Happy Thursday!

BRAND FACTS

- A21-26 consumers cite carbonation as a major barrier to FAB and 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

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

TASTING NOTES

MANGO PASSIONFRUIT

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

RASPBERRY DRAGONFRUIT

Notes of Raspberry Dragonfruit flavor to create a refreshing, bright Spiked Refresher with a tropical twist. Bold but perfectly balanced.

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 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




034100013349

Happy Thursday
Strawberry
Primary




034100013288

Happy Thursday
Pineapple
Starfruit
Primary




34100013271

Happy Thursday
Raspberry
Orgaonfruit




034100013257

Happy Thursday
Mango
Passionfruit
Primary




034100013264

Happy Thursday
Strawberry
24oz Primary



034100013325

Happy Thursday
Strawberry
24oz Outer



34100013370



Happy Thursday
Strawberry
16oz Primary



034100013295

Happy Thursday
Pineapple
Starfruit
24oz Primary



034100013301

Happy Thursday
Pineapple
Starfruit
24oz Outer



34100013356





HAPPY THURSDAY[®]

SPIKED REFRESHERS



12 | 12 FL OZ
CANS

HAPPY THURSDAY. Because why wait for Friday?

REASONS TO BELIEVE

- Bloating from carbonation is the #1 barrier to FAB among A21-34 drinkers so we created a bubble free liquid
- Dragonfruit is a top non-alc refresher, the flavor has grown +111% on menus in the last 4 years
- PFU results for Raspberry Dragonfruit indicate 98% of consumers would buy again, making it the highest scoring SKU in MCBC history!
- Raspberry Dragonfruit drives high sessionability with over 1/2 of consumers saying they would have four or more cans per future sitting (wow!)

PRODUCT SPECIFICATIONS

- **STYLE:** Spiked Refresher
- **COLOR:** Slight Haze in pour with beautiful true to fruit color
- **CALORIES:** 140
- **CARBS:** 13g
- **CARBONATION:** Non-Carbonated
- **ABV:** 4.4%
- **ALCOHOL BASE:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits

LAUNCH DATE:

3/3/2025

PLACEMENT:

Adjacent to
Happy Thursday VP

PRICE GUIDANCE:

At Parity w/
Happy Thursday VP

SKUs
40 WEEK
SHELF LIFE



12PK 12OZ
SLIM CAN
VARIETY PACK

HAPPY THURSDAY[®] SPIKED REFRESHERS



BRAND STORY

We're adding a new best friend to the crew! Introducing our new flavor: **Happy Thursday Raspberry Dragonfruit**. With Happy Thursday, the weekend is always within reach. Ready to be opened, ready to be shared, each sip of Happy Thursday is a taste of that weekend feeling - fun, fruity, smooth & fizz free. With 4.4% alcohol by volume, it's the perfect Spiked Refresher. Why wait for Friday? Make any day a Happy Thursday!

BRAND FACTS

- **Happy Thursday is creating a new category of spiked refreshers** for younger LDA consumers looking for bubble free options (Bloating associated w/ carbonation is the #1 barrier to FAB among A21-34)
- Happy Thursday Raspberry Dragonfruit was **inspired by non-alc top refreshers**, Dragonfruit has seen over 111% increase in menus over the past 4 years)
- With a **beautiful vibrant liquid and packaging**, Happy Thursday Dragonfruit is not only delicious, but also social media worthy! Making it the perfect on-premise play
- Nearly all consumers who try us **plan to re-purchase in the future** with a purchase Intent of 98% T2B, making it the highest scoring innovation SKU in MCBC history!
- Our new Raspberry Dragonfruit flavor drives **high sessionability** with over 1/2 of consumers saying they would have four or more cans per future sitting (wow!)

PRODUCT SPECIFICATIONS

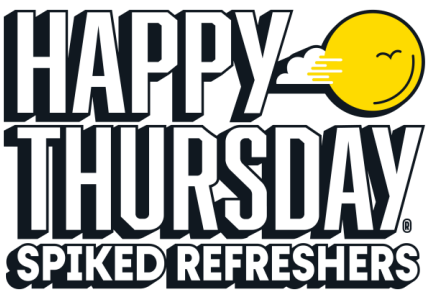
- **STYLE:** Spiked Raspberry Dragonfruit Refresher
- **COLOR:** Hazy in the pour with slight fruit color
- **CALORIES:** 140
- **CARBS:** 13g
- **NOT CARBONATED**
- **ABV:** 4.4%
- **ALCOHOL BASE:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits

TASTING NOTES

- **AROMA:** Delightful notes of aromatic raspberry
- **TASTE:** Flavorful and bright, with leading raspberry and a tropical dragonfruit note in the background
- **MOUTHFEEL:** Full mouthfeel with a balance of sweet and tart
- **FINISH:** Delightfully tart with lingering raspberry, making you want to go back for more



PRODUCT DETAILS	
STYLE	Spiked Raspberry Dragonfruit Refreshers
TARGET CONSUMER	LDA Gen-z FAB Drinkers,
MARKETS	National
NUTRITION PROFILE	140 calories/12oz, 13g carbs/12oz
ABV	4.4% / 12oz
OSKU	034100013608
PACKAGE DIMENSIONS/ WEIGHT	9.09 IN x 6.81 IN x 6.19 IN; 9.9LB
CASE DIMENSIONS / WEIGHT	14 IN x 9 IN x 6 IN; 20.5 LB
UNITS PER PALLET	110
LAYERS PER PALLET	11
UNITS PER LAYER	10
SHELF LIFE	40 weeks
PRICING GUIDANCE	At parity with Happy Thursday Variety Pack
PLACEMENT	Adjacent to Happy Thursday Variety Pack





Happy Thursday
Raspberry Dragonfruit
12oz 12pk Variety Inner



034100013608



Happy Thursday
Raspberry Dragonfruit
12oz Primary



034100013592