

Keystone Light Apple 15 Pack



To celebrate the 250th Birthday of the USA, Keystone Light is brewing up a smooth apple-flavored beer 15 pack

BRAND HIGHLIGHTS:

Among 21+ Beer/Beer Alt, Keystone Light has the **second highest volume buy rate**

Keystone Light is always smooth
- offering a smooth taste at an affordable price point

PRODUCT SPECIFICATIONS:

- **STYLE:** AMERICAN STYLE LIGHT LAGER
- **COLOR:** BRIGHT AND GOLDEN COLOR
- **FLAVOR:** APPLE
- **CALORIES:** ~130
- **CARBS:** TBD
- **ABV:** 4.1%
- **ALCOHOL BASE:** BEER

PLACEMENT:

NEAR KEYSTONE LIGHT USO
PACK OR FLAVORED BEER

PRICE GUIDANCE:

PARITY WITH KEYSTONE LIGHT
EQUITY 15 PACK

**Assessing pricing at market-by-market level

SKUs

26WK
Shelf Life



15PK 12OZ
CANS
Apple



Keystone Light Apple 15 Pack



BRAND STORY

Keystone Light was first introduced in 1989 and is a light-bodied, crisp beer that was launched with the slogan "Bottled Beer Taste in a Can". In 1992, Keystone Light sponsored their first NASCAR driver, Wally Dallenbach Jr, beginning their racing heritage. In 2002, Keystone Light began highlighting it's smoothness by rebranding with the slogan "Always Smooth, Never Bitter", and then launched the iconic Hunt campaign in 2006. Today, Keystone Light embraces being Always Smooth while leaning into the hunting and racing heritage.

PRODUCT SPECIFICATIONS

- **STYLE:** American Style Light Lager
- **CALORIES:** ~130
- **ABV:** 4.1%
- **CARBS:** TBD
- **COLOR:** Bright and Golden
- **FLAVOR:** Apple
- **SIZE:** 12oz

SKUs 26WK Shelf Life

TASTING NOTES

Light lager with refreshing apple flavor and subtle malt notes.

Serve chilled.



15PK 12OZ
CANS



PRODUCT DETAILS	
STYLE	LIGHT LAGER
TARGET CONSUMER	21-34 FLAVORED BEER DRINKERS
MARKETS	USA
NUTRITION PROFILE	~130 CALORIES
ABV	4.1%
OSKU	712681
PACKAGE DIMENSIONS/ WEIGHT	13.02 x 7.89 x 4.89in/ 12.64lb
CASE DIMENSIONS / WEIGHT	15.78 x 13.02 x 4.89in / 25.28 lb
UNITS PER PALLET	91cs
LAYERS PER PALLET	14
UNITS PER LAYER	6.5cs
SHELF LIFE	26 wks
PRICING GUIDANCE	At parity with Keystone Light Equity 15 pack*

*Assessing pricing at market by market level



Single Can



15 Pack