

Steel Reserve Tiki Series



PRODUCT ATTRIBUTES (PER 5 OZ. SERVING):

STRAWBERRY DAIQUIRI

- **ABV:** 10%
- **Calories:** 146
- **Carbs:** 14.0 g
- **Protein:** 0 g

ISLAND PUNCH

- **ABV:** 10%
- **Calories:** 137
- **Carbs:** 16.3 g
- **Protein:** 0 g

BRAND FACTS

THE PERFECTLY MIXED COCKTAIL IN A CAN WITH BOLD
VACATION FLAVORS THAT BRING **ISLAND VIBES** TO THE SENSES

- Tiki cocktails are **trending!** In a socially distanced world, consumers are seeking a sense of escapism and adventure. With tropical flavors and our vibrant brand, Tiki Series gives consumers an **escape from the mundane**.
- The Tiki concept resonates strongly with 21-27 YO FMB drinkers, with a **79% Purchase Intent from consumer testing**
- Strawberry Daiquiri has an **80% Purchase Intent** & Island Punch, a combination of Mango and Pineapple, has the **top 2 trending fruit flavors**

CATEGORY

The high ABV (8+%) FMB segment has been growing each year, driven by the 10-12% ABV segment at **32% a year**. Currently, there is no national distributed brand in this space, which gives Tiki Series an opportunity to gain a **first mover advantage** as the **first nationally distributed 10% ABV FMB**.

BRAND STORY

The Steel Reserve franchise has a rich history in meeting the demand of value-seeking consumers and flavor enthusiasts for over 25 years. Tiki Series represents the latest **line extension** to the well-known brand. Steel Reserve is positioned to lead in the high ABV space, **having built the Economy FMB segment in 2014** with the launch of Alloy Series, and maintaining **#1 share** in this segment ever since.

Steel Reserve Tiki Series



RETAIL START DATE: 8/16/2021

PRICING GUIDANCE: Line price to Clubtails or Mike's Harder

PLACEMENT: Adjacent to other high ABV FMB competitors on 16oz shelf

- Do NOT place next to other malts (e.g. Alloy Series) to minimize cannibalization

SHELF LIFE: 26 weeks

REASONS TO BELIEVE

- **High Velocities:**
 - The **more Steel flavors in the door, the faster they move**. Alloy Series is one of the few brands where '4 in the door' increases velocity
 - On average, Alloy Series moves **12% faster than Clubtails** at 0.43 CEs/Store/Wk
- **FMB consumer is valuable to C-Store & Liquor:** FMB drinkers **are increasing overall basket spend** (+19% vs PY) and **provide cross promotional opportunities** (18% also buy Premium Lights, 16% buy Hard Seltzer)
- **Incremental Consumer:** Steel Reserve attracts a younger, more diverse consumer vs other FMBs, with a **467 volume index** with 21-24 YO consumers and **235 volume index** with Black/AA consumers

Sources: Nielsen AOC x Conv L13 W/E 3/6/21; Numerator Insights L52W ending 3/7/2021,

SKUs



STEEL RES DAIQ 24 6/4
16OZ AL IS CAN HiC TRY

034100008734



0 34100 00873 4



STEEL RES PNCH 24 6/4
16OZ AL IS CAN HiC TRY

034100008741



0 34100 00874 1

*Pack configuration is a 4pk 16oz can high cone. UPCs can be set up in retailers' systems as a single or 4pk

To further drive awareness and trial at launch, there will be robust 360 marketing support across key markets

National PR with local paid and organic support



Paid & Organic Social



Merchandise Giveaways at Retail

Tiki-inspired POS Tools & OOH to drive traffic



OOH

Poster & CDC



Icehawk Bin



Apex Suction Cup Rack



Solar Price Flasher

Steel Reserve Tiki Series: Strawberry Daiquiri Brand Fact Sheet

Brand Story		Brand Style – Hops - Malt		
Introducing Steel Reserve Tiki Series , the convenient ready to drink cocktails that make any occasion feel like a vacation.		Style: Flavored Malt Beverage		
At 10% ABV , Steel Reserve Tiki Series gives you the all-inclusive experience with bold vacation flavors.		Nutritionals – Per Serving (5 fl oz.)		
Calories: 146 Carbs: 16.3 g ABV: 10%		Protein: 0g Fat: 0g		
Brand Facts		Sensory:		SKUs
• 10% ABV • Strawberry Flavors with a hint of lime • 26 Week Shelf Life • Available in 16oz single		• Appearance: Clear, Ruby-red • Aroma: Confectionary sweet, artificial strawberry with a hint of lime • Taste: Low sour, sweet • Mouthfeel: Moderate body, lingering sweet, mouth coat • Finish: Lingering candy strawberry, slight citrus, slight alcohol linger		• 16oz 4pk

Steel Reserve Tiki Series: Island Punch Brand Fact Sheet

Brand Story

Introducing **Steel Reserve Tiki Series**, the convenient ready to drink cocktails that make any occasion feel like a vacation.

At **10% ABV**, Steel Reserve Tiki Series gives you the all-inclusive experience with bold vacation flavors.

Brand Facts

- 10% ABV
- Pineapple and Mango flavors
- 26 Week Shelf Life
- Available in 16oz single

Brand Style – Hops - Malt

Style: Flavored Malt Beverage

Nutritionals – Per Serving (5 fl oz.)

Calories: 137
Carbs: 14.0 g
ABV: 10%

Protein: 0g
Fat: 0g

Sensory:

- **Appearance:** Clear, golden-rod
- **Aroma:** Canned/candied Pineapple aroma, with candied mango in the background
- **Taste:** Slight sour, sweet
- **Mouthfeel:** Moderate body
- **Finish:** Pineapple up front with slight mango finish, and a slight alcohol linger



SKUs

- 16oz 4pk