

STEEL
RESERVE

ALLOY SERIES



CHOOSE
BOLDLY

TO CHAMPION THE BOLD

BRAND HIGHLIGHTS

- In 2013, Steel Reserve Alloy Series (SRAS) launched as the 1st full-flavored malt beverage at 8% ABV
- SRAS offers BOLD flavor and high ABV at affordable, value pricing with **eight flavors** in the current lineup:
Pineapple, Blue Razz, Cherry Slushie, Lemon Ice, Watermelon, Orange Soda, Wild Berry, Strawberry
- Accounts that carry **4 OR MORE SRAS placements turn over 2.5X faster**

PRODUCT SPECIFICATIONS

- abv: 8%
- calories: Varies
- Style: Flavored Malt Beverage
- carbs: Varies
- Serving: 5oz
- protein: <1.0

Priority SKUs

- Pineapple 24 oz can
- Blue Razz 24 oz can
- Cherry Slushie 24 oz can
- Lemon Ice 24oz Can



Available in 24oz and 16oz cans

26 week shelf life

For a full [SKU list](#), visit the [Package Data Sheet Tool](#)

PRODUCT DETAILS	
STYLE	Flavored Malt Beverage
TARGET CONSUMER	Core: 35-54 YO, Urban/Suburban, <\$40k HHI Growth: 21-34 YO, Urban/Suburban, Multicultural
MARKETS	National
NUTRITION PROFILE	12oz/285 calories, 33g carbs
ABV	8%
PACKAGE DIMENSIONS/ WEIGHT	2.88 IN x 2.88 IN x 7.6 IN (24oz)
CASE DIMENSIONS / WEIGHT	11.94 IN x 8.81 IN x 7.56 IN (24oz)
UNITS PER PALLET	98 (24oz),
LAYERS PER PALLET	7 (24oz),
UNITS PER LAYER	14 (24oz),
SHELF LIFE	26wk
PRICING GUIDANCE	Premium to SRAS HG or Gap to ML 24oz
PLACEMENT	Economy Singles/4pks

PRODUCT	UPC
STEEL RESERVE SPIKED BLK BERRY 4 PACK 16 OZ ALUMINUM CAN 8% ABV	78250006042
STEEL RESERVE SPIKED BLK BERRY SINGLE 24 OZ ALUMINUM CAN 8% ABV	78250006059
STEEL RESERVE SPIKED BLUE RAZZ 4 PACK 16 OZ ALUMINUM CAN 8% ABV	78250006264
STEEL RESERVE SPIKED BLUE RAZZ SINGLE 24 OZ ALUMINUM CAN 5% ABV	78250006271
STEEL RESERVE SPIKED BLUE RAZZ SINGLE 24 OZ ALUMINUM CAN 8% ABV	78250006271
STEEL RESERVE SPIKED CHERRY SLUSHIE 4 PACK 16 OZ ALUMINUM CAN 8% ABV	34100013035
STEEL RESERVE SPIKED CHERRY SLUSHIE SINGLE 24 OZ ALUMINUM CAN 8% ABV	34100013097
STEEL RESERVE SPIKED LEMON ICE 4 PACK 16 OZ ALUMINUM CAN 8% ABV	34100013554
STEEL RESERVE SPIKED LEMON ICE SINGLE 24 OZ ALUMINUM CAN 8% ABV	34100013547
STEEL RESERVE SPIKED ORANGE SODA 4 PACK 16 OZ ALUMINUM CAN 8% ABV	34100012816
STEEL RESERVE SPIKED ORANGE SODA SINGLE 24 OZ ALUMINUM CAN 8% ABV	34100012823
STEEL RESERVE SPIKED PINEAPPLE 4 PACK 16 OZ ALUMINUM CAN 8% ABV	78250006127
STEEL RESERVE SPIKED PINEAPPLE SINGLE 24 OZ ALUMINUM CAN 5% ABV	78250006141
STEEL RESERVE SPIKED PINEAPPLE SINGLE 24 OZ ALUMINUM CAN 8% ABV	78250006141
STEEL RESERVE SPIKED STRAWBERRY 4 PACK 16 OZ ALUMINUM CAN 8% ABV	34100008703
STEEL RESERVE SPIKED STRAWBERRY SINGLE 24 OZ ALUMINUM CAN 5% ABV	34100008710
STEEL RESERVE SPIKED STRAWBERRY SINGLE 24 OZ ALUMINUM CAN 8% ABV	34100008710
STEEL RESERVE SPIKED WATERMELON 4 PACK 16 OZ ALUMINUM CAN 8% ABV	78250006165
STEEL RESERVE SPIKED WATERMELON SINGLE 24 OZ ALUMINUM CAN 8% ABV	78250006189



Product 1 Pagers

2025

STEEL RESERVE ALLOY SERIES

SPIKED PINEAPPLE

Brand Facts

- Flavor singles are growing driven by their connection to the wine & spirits drinkers
- Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers.
- Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)

- APPEARANCE: Yellow with slight foam
- AROMA: Estery pineapple in the nose
- TASTE: Estery and pineapple flavors are strong early with a sweet/sour balance and alcohol towards the end
- MOUTHFEEL: Moderate body
- FINISH: Alcohol and slight bitter in the finish

Brand Style– Hops – Malt

- Style: Flavored Malt Beverage

Nutritionals – IBU- SRM

- | | |
|---------------------|-----------------------|
| • Calories: 286 | • Carbs: 32.7 (grams) |
| • ABV: 8.0% | • Sodium: 55 (mg) |
| • Sugar: 28 (grams) | • Protein: <1 (grams) |

SKUs

- 24oz Can (8.0 ABV)
- 16oz 4pk (8.0 ABV)

SKU Priority

Pineapple → Blue Razz → Cherry Slushie → Lemon Ice →
Watermelon → Strawberry → Blk Berry → Orange Soda

COT Priority

- C-Store
- Liquor/Neighborhood Liquor



STEEL RESERVE ALLOY SERIES

SPIKED BLUE RAZZ

Brand Facts

- Flavor singles are growing driven by their connection to the wine & spirits drinkers
- Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers.
- Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)

- APPEARANCE: Electric blue
- AROMA: Blend of fruity, sweet aromas with notes of berry
- TASTE: Bold berry taste with hint of lemon; low to moderate body
- MOUTHFEEL: Moderate body
- FINISH: Lingering sweet

Brand Style– Hops – Malt

- Style: Flavored Malt Beverage

Nutritionals – IBU- SRM

- | | |
|---------------------|-----------------------|
| • Calories: 287 | • Carbs: 33 (grams) |
| • ABV: 8.0% | • Sodium: 35 (mg) |
| • Sugar: 30 (grams) | • Protein: <1 (grams) |

SKUs

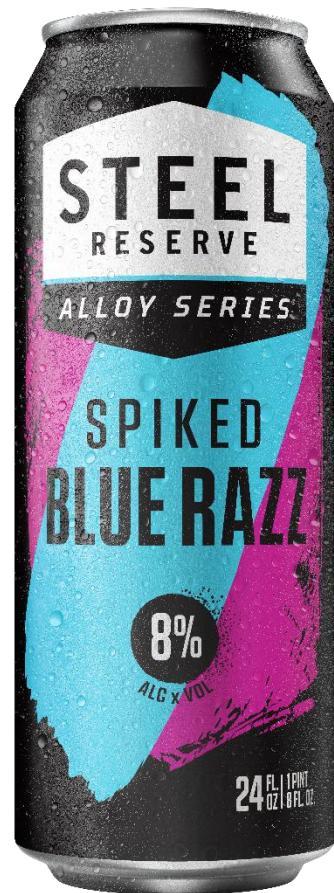
- 24oz Can (8.0 ABV)
- 16oz 4pk (8.0 ABV)

SKU Priority

Pineapple → Blue Razz → Cherry Slushie → Lemon Ice →
Watermelon → Strawberry → Blk Berry → Orange Soda

COT Priority

- C-Store
- Liquor/Neighborhood Liquor



STEEL RESERVE ALLOY SERIES

SPIKED CHERRY SLUSHIE

Brand Facts

- Flavor singles are growing driven by their connection to the wine & spirits drinkers
- Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers.
- Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)

- APPEARANCE: Bright red color
- AROMA: Confectionary cherry aroma
- TASTE: Juicy cherry with a sweet, yet refreshing flavor profile
- MOUTHFEEL: Moderate body
- FINISH: No lingering aftertaste

Brand Style– Hops – Malt

- Style: Flavored Malt Beverage

Nutritionals – IBU- SRM

- | | |
|----------------------|-----------------------|
| • Calories: 285/12oz | • Carbs: 32.5 (grams) |
| • ABV: 8.0% | • Sodium: 45 (mg) |
| | • Protein: <1 (grams) |

SKUs

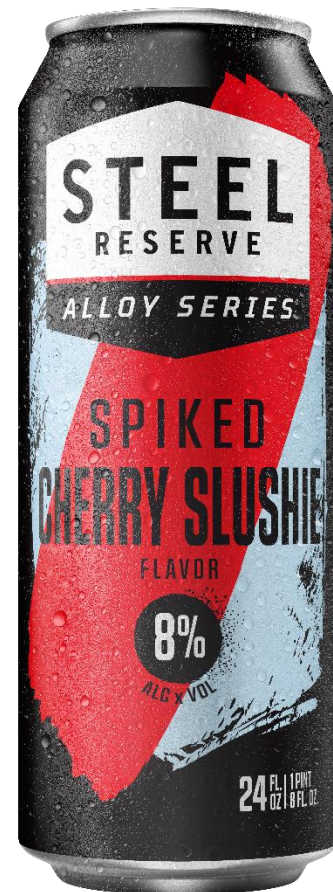
- 24oz Can (8.0 ABV)
- 16oz 4pk (8.0 ABV)

SKU Priority

Pineapple → Blue Razz → Cherry Slushie → Lemon Ice →
Watermelon → Strawberry → Blk Berry → Orange Soda

COT Priority

- C-Store
- Liquor/Neighborhood Liquor



STEEL RESERVE ALLOY SERIES

SPIKED LEMON ICE

Brand Facts

- Flavor singles are growing driven by their connection to the wine & spirits drinkers
- Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers.
- Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)

- APPEARANCE: Cloudy, yellow color
- AROMA: Sweet lemon rind
- TASTE: Tart and sweet like lemon Italian ice
- MOUTHFEEL: Moderate body
- FINISH: Quick, tart, and refreshing, no lingering aftertaste

Brand Style– Hops – Malt

- Style: Flavored Malt Beverage

Nutritionals – IBU- SRM

- | | |
|----------------------|-----------------------|
| • Calories: 285/12oz | • Carbs: 33 (grams) |
| • ABV: 8.0% | • Sodium: 45 (mg) |
| | • Protein: <1 (grams) |

SKUs

- 24oz Can (8.0 ABV)
- 16oz 4pk (8.0 ABV)

SKU Priority

Pineapple → Blue Razz → Cherry Slushie → Lemon Ice →
Watermelon → Strawberry → Blk Berry → Orange Soda

COT Priority

- C-Store
- Liquor/Neighborhood Liquor



STEEL RESERVE ALLOY SERIES

SPIKED WATERMELON

Brand Facts

- Flavor singles are growing driven by their connection to the wine & spirits drinkers
- Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers.
- Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)

- APPEARANCE: Reddish pink hue with medium carbonation
- AROMA: Sweet watermelon and strawberry notes
- TASTE: Moderate to strong sweetness with watermelon and strawberry notes
- MOUTHFEEL: Moderate body
- FINISH: Slightly sweet and sour lingering finish

Brand Style– Hops – Malt

- Style: Flavored Malt Beverage

Nutritionals – IBU- SRM

- | | |
|---------------------|-----------------------|
| • Calories: 285 | • Carbs: 32.5 (grams) |
| • ABV: 8.0% | • Sodium: 100 (mg) |
| • Sugar: 29 (grams) | • Protein: <1 (grams) |

SKUs

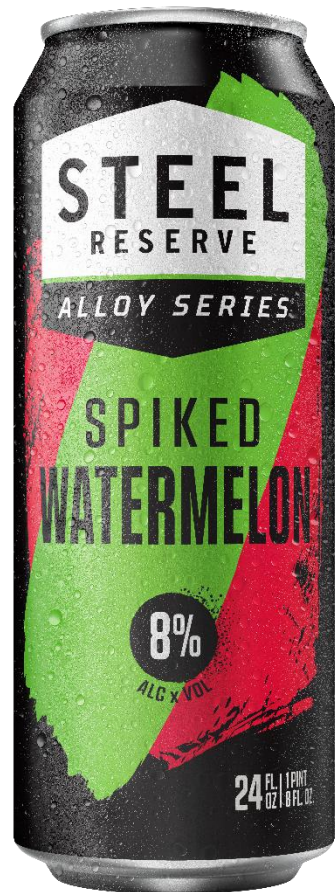
- 24oz Can (8.0 ABV)
- 16oz 4pk (8.0 ABV)

SKU Priority

Pineapple → Blue Razz → Cherry Slushie → Lemon Ice →
Watermelon → Strawberry → Blk Berry → Orange Soda

COT Priority

- C-Store
- Liquor/Neighborhood Liquor



STEEL RESERVE ALLOY SERIES

SPIKED STRAWBERRY

Brand Facts

- Flavor singles are growing driven by their connection to the wine & spirits drinkers
- Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers.
- Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)

- APPEARANCE: Light pink in color with slight haze
- AROMA: Moderate aroma with hints of berry, brown sugar, cotton candy, and vanilla
- TASTE: Low to moderate body featuring a strong strawberry confectionary-like flavor with a slightly sour hint
- MOUTHFEEL: Moderate body
- FINISH: Lingering sweet

Brand Style– Hops – Malt

- Style: Flavored Malt Beverage

Nutritionals – IBU- SRM

- | | |
|---------------------|-----------------------|
| • Calories: 285 | • Carbs: 32.5 (grams) |
| • ABV: 8.0% | • Sodium: 45 (mg) |
| • Sugar: 28 (grams) | • Protein: <1 (grams) |

SKUs

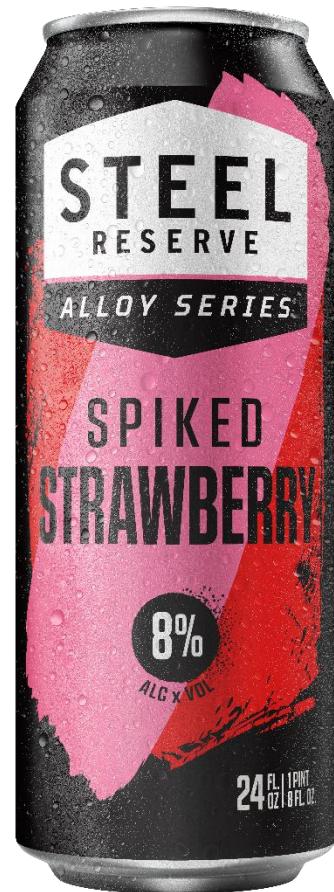
- 24oz Can (8.0 ABV)
- 16oz 4pk (8.0 ABV)

SKU Priority

Pineapple → Blue Razz → Cherry Slushie → Lemon Ice →
Watermelon → Strawberry → Blk Berry → Orange Soda

COT Priority

- C-Store
- Liquor/Neighborhood Liquor



STEEL RESERVE ALLOY SERIES

WILD BERRY

Brand Facts

- Flavor singles are growing driven by their connection to the wine & spirits drinkers
- Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers.
- Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)

- APPEARANCE: Deep purple color
- AROMA: Mixed fruit aroma with grape and berry
- TASTE: Estery grape/berry flavor with a sweet/sour balance and alcohol towards the end
- MOUTHFEEL: Moderate body
- FINISH: Alcohol and slight bitter in the finish

Brand Style– Hops – Malt

- Style: Flavored Malt Beverage

Nutritionals – IBU- SRM

- | | |
|---------------------|-----------------------|
| • Calories: 287 | • Carbs: 32.9 (grams) |
| • ABV: 8.0% | • Sodium: 40 (mg) |
| • Sugar: 28 (grams) | • Protein: <1 (grams) |

SKUs

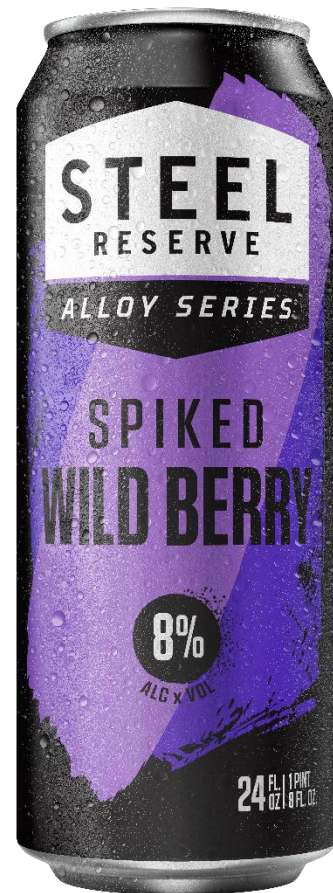
- 24oz Can (8.0 ABV)
- 16oz 4pk (8.0 ABV)

SKU Priority

Pineapple → Blue Razz → Cherry Slushie → Lemon Ice →
Watermelon → Strawberry → Blk Berry → Orange Soda

COT Priority

- C-Store
- Liquor/Neighborhood Liquor



STEEL RESERVE ALLOY SERIES

SPIKED ORANGE SODA

Brand Facts

- Flavor singles are growing driven by their connection to the wine & spirits drinkers
- Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers.
- Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)

- APPEARANCE: Deep orange color
- AROMA: Bright citrus aroma
- TASTE: Bold orange flavor reminiscent of Fanta soda
- MOUTHFEEL: Moderate body
- FINISH: Alcohol and slight bitter in the finish

Brand Style– Hops – Malt

- Style: Flavored Malt Beverage

Nutritionals – IBU- SRM

- | | |
|---------------------|-----------------------|
| • Calories: 120/5oz | • Carbs: 13.5 (grams) |
| • ABV: 8.0% | • Sodium: XX (mg) |
| • Sugar: XX (grams) | • Protein: <1 (grams) |

SKUs

- 24oz Can (8.0 ABV)
- 16oz 4pk (8.0 ABV)

SKU Priority

Pineapple → Blue Razz → Cherry Slushie → Lemon Ice →
Watermelon → Strawberry → Blk Berry → Orange Soda

COT Priority

- C-Store
- Liquor/Neighborhood Liquor

