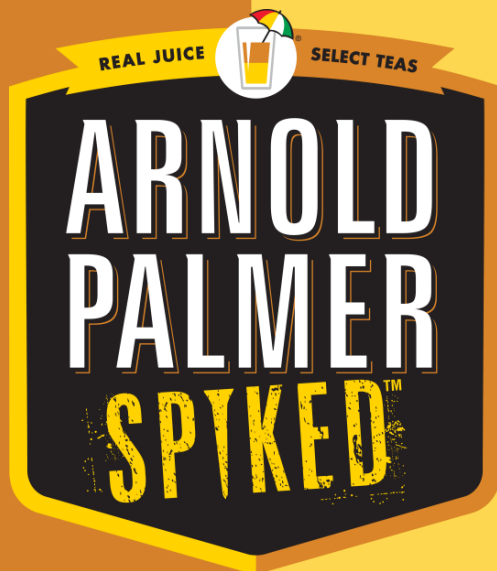




The iced tea and lemonade original and combination you love, now with two new refreshing and fruity flavors – Strawberry and Mango!
Refreshing and fruity!

BRAND HIGHLIGHTS

THE #2 HARD TEA BRAND NATIONALLY

H&H FLAVOR INNOVATION TO DRIVE CATEGORY GROWTH

THE CLASSIC TASTE OF ARNOLD PALMER, WITH 5% ALCOHOL.

A PREMIUM FMB MADE WITH REAL JUICE AND SELECT TEAS

PRODUCT SPECIFICATIONS

STYLE: Spiked Lemonade and Tea

COLOR: Hazy in the pour with slight fruit color

CALORIES: 170

CARBS: 19g

CARBONATION: Lightly

ABV: 5%

MALT: Alcohol
(Fermented from Sugar) Does Not Contain Distilled Spirits

LAUNCH DATE:

2/26/2024

PLACEMENT:

Adjacent to H&H Original 12pk and Twisted Tea

PRICE GUIDANCE:

At Parity w/ H&H Original 12pk and Twisted Tea

SKUs

52 WEEK
SHELF LIFE

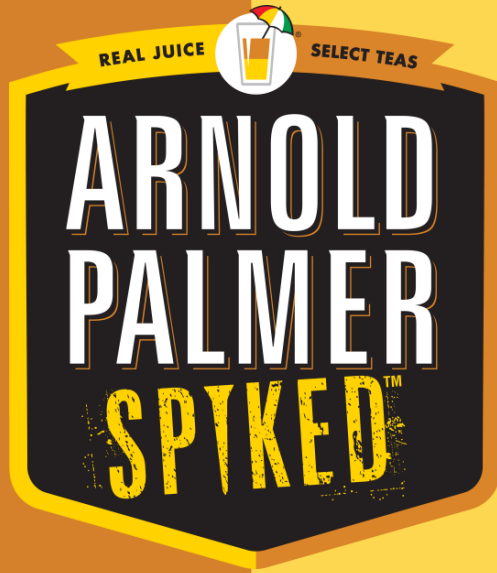


12PK 12OZ
SLIM CAN
VARIETY PACK



24OZ CAN
STRAWBERRY





BRAND STORY

The legendary golfer Arnold Palmer popularized this classic non-alcoholic drink back in the 1960s. To this day, it's still synonymous with a refreshing blend of half iced tea and half lemonade.

BRAND FACTS

- Made with real juice, real squeezed lemonade, and real brewed tea
- No carbonation
- Produced in partnership with AriZona® Beverages, one of the leading non-alc tea companies in the U.S., providing tea expertise and strong credentials to the hard tea segment

PRODUCT SPECIFICATIONS

- **STYLE:** Spiked Lemonade
- **COLOR:** Hazy in the pour with slight fruit color
- **CALORIES:** 170
- **CARBS:** 19g
- **LIGHTLY CARBONATED**
- **ABV:** 5%
- **MALT:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits

TASTING NOTES

ORIGINAL

Natural half iced tea and half lemonade blend; perfectly balanced with a hint of tartness

RASPBERRY

Natural half iced tea and half lemonade blend; perfectly balanced with a hint of tartness, now with a splash of raspberry flavor

MANGO

Natural half iced tea and half lemonade blend; perfectly balanced with a hint of tartness, now with a splash of mango flavor

STRAWBERRY

Natural half iced tea and half lemonade blend; perfectly balanced with a hint of tartness, now with a splash of strawberry flavor

PRODUCT DETAILS

STYLE	Flavored Malt Beverage – Hard Tea
TARGET CONSUMER	Maintain: Middle-class Mill+ (26-45) northern suburban families Growth: Age 35-49, Dual Gender
MARKETS	H&H Original: National H&H Innovation: NER, GLR, MT/CO/UT
NUTRITION PROFILE	230 calories /12oz
ABV	5% / 12oz
OSKU	12pk Variety: 710622 24oz Strawberry: 710599
PACKAGE DIMENSIONS/ WEIGHT	12pk: 9 IN x 6.75 IN x 6.16 IN / 10LB 24oz: 2.86 x 2.86 x 7.61 1 1.77LB
CASE DIMENSIONS / WEIGHT	12pk: 14.31 IN x 9.44 IN x 6.25 IN / 20LB 24oz: 11.95 x 8.84 x 7.74 / 21.25LB
UNITS PER PALLET	12pk: 104 24oz: 102
LAYERS PER PALLET	12pk: 8 24oz: 6
UNITS PER LAYER	12pk: 13 24oz: 17
SHELF LIFE	52 weeks
PRICING GUIDANCE	At parity with Twisted Tea, AriZona Hard
PLACEMENT	Adjacent to Twisted Tea, AriZona Hard



12oz 12pk Variety Inner



24oz Strawberry Primary