



SRS (Style Reference Sheet)

EXTREME

(Packaging Redesign)





TWISTED TEA EXTREME.

The same great Twisted Tea you know and love, with an added KICK of 8% ABV to turn it up a notch.

It tastes like tea because it's made with real brewed tea, and still goes down incredibly smooth.

- 8% Alc./Vol.
- Made with Real Brewed Tea
- No carbonation

Style	Lemon, Blue Razz
Pack Size	24oz Can
Availability	Yearround
In Market	1/1/2025
Markets	NATIONAL
Shelf Life	9 months





EXTREME: PRODUCT INFO



SKU: OA3Z53



24oz can
Twisted Tea High Alc
Lemon



Tray
12-24oz Can
Lemon



SKU: OA4853



24oz can
Twisted Tea High Alc
Blue Razz



Tray
12-24oz Can
Blue Razz

	QTY	Length (in)	Width (in)	Height (in)	Volume (in)	Net Weight (lb)	Gross Weight (in)
24oz Can	1	2.88	2.88	7.70	63.87	1.61	1.67
24oz Loose Tray	12	11.81	9.91	7.81	0.49	19.30	20.46

24pk Cans Grocery Pallet 40x48: Cases 100, Length (in.) 47.9 Width (in.) 37.3 Height (in.) 55.6 Volume (cu. in.) 57.48 Net Weight (lb.) 1921.3 Gross Weight (lb.) 2040.46



NEW EXTREME PACKAGING TO DISTINGUISH FROM CORE AND LEAN INTO HIGH-ALC CATEGORY CUES.

In-Market 8/1/2025

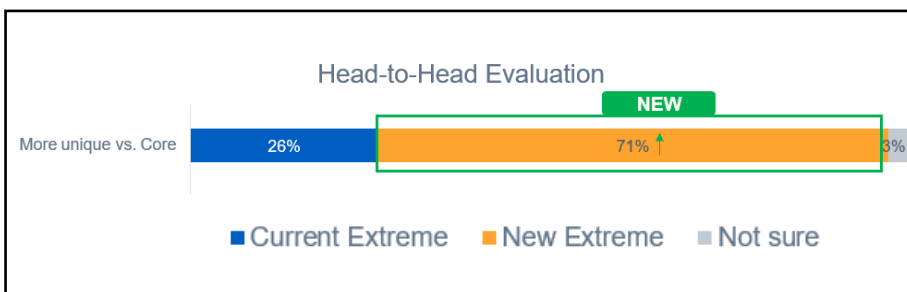


WHAT WE LOVE:

- ✓ Distinct vs Core
- ✓ Leans into High Alc category cues
- ✓ Easier to Shop Flavor

WHAT DRINKERS LOVE:

- ✓ “Extreme” and High Alc is clear
- ✓ Energetic, bold, eye-catching, youthful & fun party vibes



Source: Twisted Tea Extreme Packaging Research Study, March 2025, N=356 FMB drinkers