



LIGHT PARTY PACK

**SRS (STYLE REFERENCE SHEET)
NATIONAL LAUNCH**





LIGHT PARTY PACK

LIGHT ON CALORIES, BIG ON FLAVOR.

Same great flavors our drinkers love, but with better-for-you attributes. Four crushable hard iced teas to keep the party going all day long.

110 Calories

6g of Sugar

4% alc./vol.

- Made with Real Brewed Tea
- No Carbonation



3x each of 4 flavors:

1. Original Light
2. Half & Half Light
3. Peach Light
4. Raspberry Light

Pack Size	In Market	Availability
12pk 12oz. Cans	1/1/2024 National Launch	National Everyday



TWISTED TEA LIGHT VP



SKUs

TT, Light Party Pack VP, 2/12pk Cans: OABM63A1

TT, Light Party Pack VP, 2/12pk Cans, Tray: OABM63AT

UPCs



*Twisted Tea Light Mix Pack
12pk 12oz. Wrap*



*Twisted Tea Light
12oz Can*



*Twisted Tea Peach Light
12oz Can*



*Twisted Tea Half & Half Light
12oz Can*



*Twisted Tea Raspberry Light
12oz Can*

	QTY	Length (in)	Width (in)	Height (in)	Volume (in)	Net Weight (lb)	Gross Weight (in)
12oz. Can	1	2.60	2.60	4.83	32.64	0.80	0.82
12pk. 12oz Cans	12	10.44	7.81	4.94	402.64	9.65	10.18

PALLET STACK	Pallet Type	Cases / Unit Load	Length (in.) (Unit Load)	Width (in.) (Unit Load)	Height (in.) (with pallet)	Volume (cu. ft.) (with pallet)	Net Weight (lb.) (with pallet)	Gross Weight (lb.) (with pallet)	SAP Weight (lb.)	Height (in.) (w/o pallet)	Volume (cu. ft.) (w/o pallet)	Net Weight (lb.) (w/o pallet)	Gross Weight (lb.) (w/o pallet)	Max. Pallet Stacks
12oz Can 2/12pk	40x48 Grocery Pallet	100 (10 x 10)	37.3	32.1	60.5	41.92	1915.89	2053.020	20.76	55.5	38.456	1915.891	2005.02	3



TT LIGHT PACKAGING OPTIMIZATION IN 2024

Feb 2024
Soft Transition



- New “Light” logo
- Bigger & cleaner light-blue branding
- Cooler to cue variety & occasion

To:

1. Build the “subbrand” of Light
2. Standout from core on shelf
3. Standout from Light 12pk

April 2024
Soft Transition





POS SUPPORT

CUSTOM POS TO DRIVE NEW SKU:

FYI: art will be updated with new “Light” logo by 1/1/24



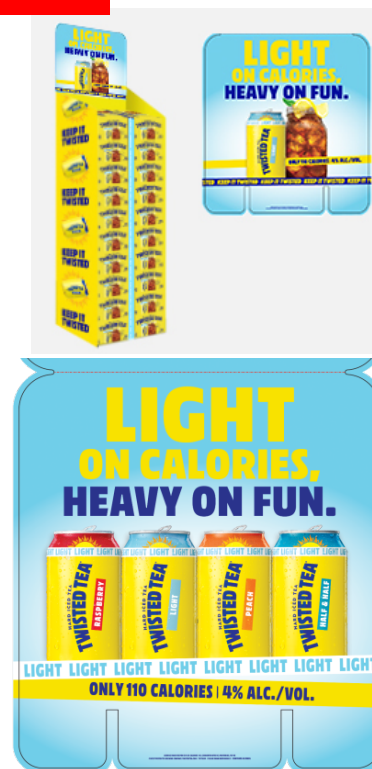
Case Easel
TWT1031
Packouts of 10



Poster
TWT1032
Packouts of 10



Cooler Sticker
TWT1033
Packouts of 25



**Binstacker
Header Card**
TWT1034



*Light Blue banner on packaging & POS
differentiates Light from core and pops at retail*



TWISTED TEA LIGHT CONTINUES TO DRIVE GROWTH & BRING NEW DRINKERS INTO TWISTED TEA.

+145

Twisted Tea Light
volume L52W

80%

Light purchases are
incremental to
Twisted Tea brand

2.3x

Faster pull of Light
brand in accts
that carry both
Light 12pks

Sources:

Circana MULO + C data L52W thru 10/29/2023. Numerator total US for 52W ending 6/25/2023.



SELL STATS

Twisted Tea remains the #10 brand family in Beer.¹

- #1 fastest growing brand family among the top 30 beer brand families (+28%).¹
- #1 brand family in FMB and continues to increase share points.¹

Twisted Tea Light brand is +185.3% in L52W and continues to recruit new drinkers.

- Twisted Tea Light 12pk can is +237% in L52W.¹
- It's Working→ shopper data shows **Twisted Tea Light is 80-90% Incremental to Twisted Tea**, sourcing predominantly from Spirits, Domestic Premium and HSW.²

SOURCING DATA, TWISTED TEA LIGHT:

New to Bev Alc: 6%

Category (Bev Alc) Growth: 48%

Shifting: 46%

- Corona - 10.4%
- Truly - 7.9%
- Twisted Tea – 7.7%
- Tito's – 3.8%
- Mich Ultra - 3.3%

