



**Twisted Tea Original
SRS**



July 3, 2024



PRODUCT OVERVIEW

Twisted Tea Original Hard Iced Tea

- Made with real brewed tea with a hint of lemon
- Refreshing taste that goes down smooth
- 5% ABV
- No carbonation



CANS: 12oz • 24oz • 16oz

BOTTLES: 12oz

**PACKS: 6pk BOTTLES • 12pk BOTTLES
12pk 12oz CANS • 18pk 12oz CANS**

SPECIALTY: 5L PARTY POUCH

**REGIONAL: 3pk 24oz CANS
(TX, CA, NV, AZ, NC, SC, TN, NY, IL)**

DRAFT: 1/2 BBL • 1/6 BBL



THE TWISTED TEA ORIGINAL PORTFOLIO IS A POWERFUL FORCE IN THE BEER INDUSTRY.

Twisted Tea Original is the #1 Twisted Tea brand in volume. ¹

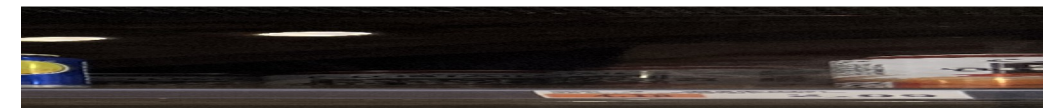
- *Continues to grow YoY +6.8% in L52W*

Original 24oz is the #1 single-serve in FMB and #5 single-serve in total beer.²

Twisted Tea Original is the #1 12 pk in all FMB, and #10 in total beer.¹

- *Growing +13% YoY in L52W*

Twisted Tea Original makes up 43% of all Twisted Tea volume sold.¹





ORIGINAL- SKU'S & DIMENSIONS

SKUs:

6 pk Bottles: OA9112

12 pk Bottles: OA9113

24 oz Can: OA9153

6 pk Cans: OA9166

12 pk Cans: OA9163

18 pk Cans: OA9164

24 pk: OA9133

5L Bag N Box: OA917002

16oz Can, Loose: OA912401

Product Dimensions:

	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
18pk. 12oz Cans	18	15.63	7.81	4.94	602.72	14.47	15.36
24pk. 12oz Cans	24	15.69	10.50	4.94	813.84	19.21	19.92
12oz. Bottle	1	2.38	2.38	9.17	52.05	0.80	1.27
6pk. 12oz Bottle	6	7.31	4.94	9.19	331.85	4.82	7.81
4-6 Mother Case 6pk Bottles	4	15.44	10.31	9.63	0.89	19.30	31.96
12pk. 12oz Bottles	12	9.75	7.50	9.63	703.80	9.65	15.66
24oz Can	1	2.88	2.88	7.70	63.87	1.61	1.67
24oz 3pk Shrink Wrap	3	2.88	8.64	7.70	191.61	4.68	4.80
24oz Loose Tray	12	11.81	9.91	7.81	0.49	19.30	20.46
16oz Can	1	2.60	2.60	6.19	41.83	1.04	1.07
16oz Loose Tray	24	15.94	10.69	6.31	0.62	24.89	26.10
1/2bbl Keg	1	15.55	15.55	23.25	5622.29	131.26	161.61
1/6bbl Keg	1	10.94	10.94	23.25	2784.89	43.75	57.03
5L Bag N Box	4	16.22	11.22	11.07	1.17	44.42	47.47



ORIGINAL – UPC'S



12oz BOTTLE



6pk BOTTLES



4-6pk BOTTLES MOTHER CARTON



12pk BOTTLES



18pk CANS



12pk 12oz CANS



12oz CAN



24oz CAN



12-24oz CAN TRAY



3pk 24oz CAN SHRINK WRAP



16oz CAN



16oz CAN TRAY



5L PARTY POUCH



4-5L PARTY POUCH MOTHER CARTON



1/2 BBL DRAFT



1/6 BBL DRAFT