

**Colt
45
PILE
DRIVER**

The logo features the text 'Colt 45' in a large, bold, white font with a thick orange outline. Below this, the words 'PILE DRIVER' are written in a smaller, bold, white font with an orange outline. The entire text is set against a yellow, liquid-like splash that drips downwards, creating a sense of motion and energy.

Colt 45 . Pile Driver

FLEX PROGRAM

Reminder: VBS April order window – June Launch

■ PROGRAM/PRODUCT DESCRIPTION

- Summer flavor extension raising the profile and perception of Colt 45 malt liquor with potential for permanent placement
- Single Serve 24oz Can / 5.9% ABV / Orange Flavored Malt Liquor
- Contains 5% Natural Orange Juice Concentrate. No artificial flavors or colors.
- STR: June 19, 2017 (Week 25)
- PRICING: \$2.99 PTC per 24oz Can

■ OFF-PREMISE

- POS Offerings: Poster, Cooler Door Decal, Case Card, Suction Cup Rack
- Initial Focus on Top Colt 45 Malt Liquor wholesalers.
- Suction Cup Rack 'fast start' co-op campaign in select markets and accounts

■ DIGITAL

- Social Media teaser campaign set for January through April utilizing the Colt 45 Family
- KeepItColt45: Pile Driver installation promoted on WorldStarHipHop (6 Million Unique Views Daily)

