



SRAS **Spiked Cherry Slushie** NEW FLAVOR LAUNCH

YOUR CHERRY SLUSHIE - NOW AVAILABLE SPIKED!

SRAS INNOVATION RECRUITS NEW
CONSUMERS + DRIVES DISTRIBUTION

REASONS TO BELIEVE

- ✓ **BOLD** flavor that drives “4+ in The Door”
- ✓ **ICONIC** C-Store flavor that taps into NA channel trends
- ✓ **HIGHLY INCREMENTAL** Flavor that doesn't exist in the high ABV segment today
- ✓ **#1 Purchase intent** amongst 21-35 YO FAB Drinkers
- ✓ **#2 Purchase Intent** amongst 21-25 YO AA Drinkers

DETAILS

- **ABV:** 8%
- **Calories:** TBD
- **Carbs:** TBD
- **Protein:** 0g

PRICE GUIDANCE:
At Parity w/ existing Alloy Series flavors

PLACEMENT:
Next to other SRAS flavors

LAUNCHING:
September 2023

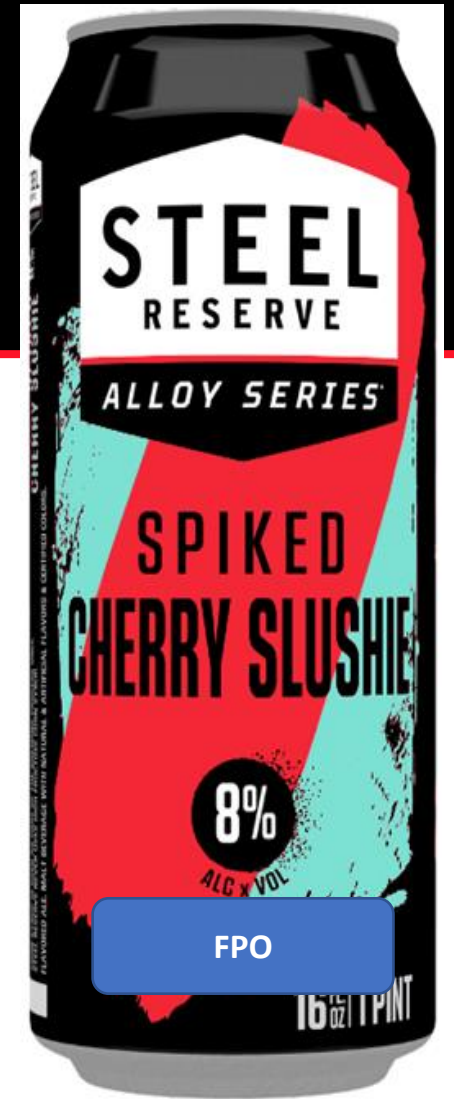
SHELF LIFE:
26 Weeks



16OZ
CAN SINGLES



24OZ
CAN SINGLES



MALT BEVERAGE
WITH NATURAL FLAVORS



SRAS **Spiked Cherry Slushie** SCAN SHEET & PRODUCT CODES

PRIMARY			INNER PACK	OUTER PACK
	STEEL RES SPORS 24 6/4 16OZ AL CAN IS HIC TRY	 034100013035	N/A	N/A
PRIMARY			INNER PACK	OUTER PACK
	STEEL RES SPORS 12 LS 24OZ AL CAN IS HIC TRY	 034100013097	N/A	 034100013103



SRAS **Spiked Cherry Slushie** BRAND FACT SHEET

Brand Story

Introducing **Steel Reserve Alloy Series Spiked Cherry Slushie** –

Inspired by the iconic cherry slushie, this bright and bold cherry flavored FMB at 8% ABV is the perfect balance of sweet, delicious and refreshing

Brand Facts

- 8% ABV
- **26 Week Shelf Life**
- Available in 4pk 16oz hi-cone and 24oz Singles

Brand Style – Hops - Malt

Style: Flavored Malt Beverage

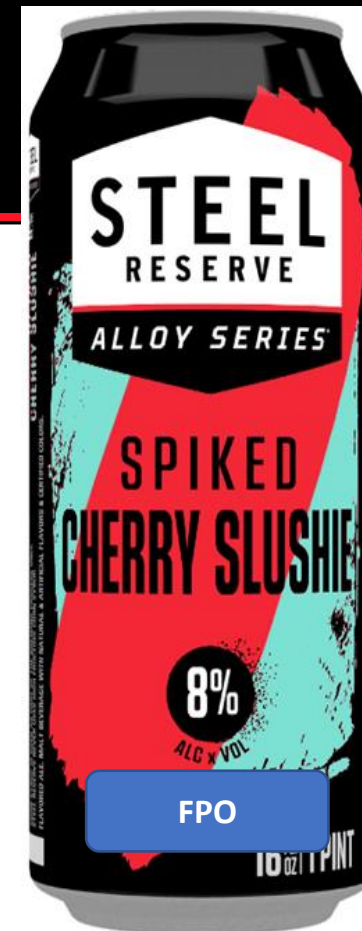
Nutritionals – Per Serving (5 fl oz.)

Calories: TBD
Carbs: TBD
ABV: 8%

Protein: 0g
Fat: 0g

Sensory:

- **Appearance:** Bright red color
- **Aroma:** Confectionary cherry aroma
- **Taste:** Juicy cherry with a sweet, yet refreshing flavor profile
- **Mouthfeel:** Moderate body
- **Finish:** No lingering aftertaste



SKUs

- 16oz 4pk & 24oz Singles