

SPIKED ORANGE SODA NEW FLAVOR LAUNCH

STEEL RESERVE ALLOY SERIES INNOVATION PROVIDES INCREMENTAL GROWTH AND ATTRACTS NEW CONSUMERS.

REASONS TO BELIEVE

- ✓ Flavor innovation drives Alloy Series growth (2020: +2.6% v. PY)
- ✓ The more SRAS flavors in the door, the faster they move
- ✓ Unique flavor that no competitor currently carries
- ✓ 65% purchase intent among FMB drinkers
- ✓ SRAS over indexes with a younger, more diverse urban consumer than FMB competitors

**BOLD AND REFRESHING
ORANGE FLAVOR IN EVERY SIP**

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

LAUNCHING:
September 5th, 2022

SHELF LIFE:
TBD

PRICE GUIDANCE:
At Parity w/ existing Alloy Series flavors

PLACEMENT:
Next to other SRAS flavors



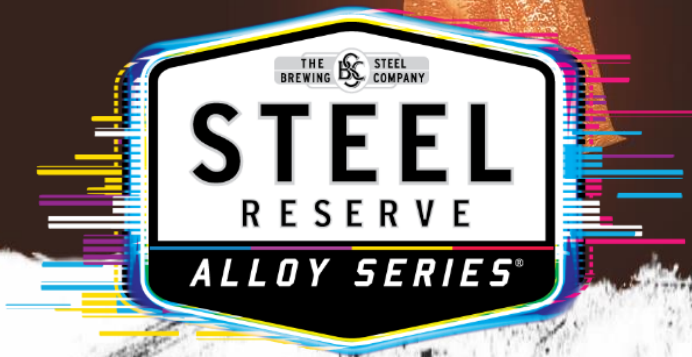
MALT BEVERAGE
WITH NATURAL FLAVORS



4pk 16OZ
Hi-CONE CANS
(24 6/4 16OZ AL IS
CAN)



24OZ
CAN SINGLES
(12 LS 24OZ AL IS CAN)



SPIKED ORANGE SODA SCAN SHEET & PRODUCT CODES

PRIMARY <i>(can/bottle/keg)</i>	INNER PACK <i>(packaging surrounding primary unit)</i>	OUTER PACK <i>(carton, tray, etc.)</i>
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**STEEL RES SPORS
24 6/4 16OZ AL CAN IS
HIC TRY**



N/A

N/A

PRIMARY <i>(can/bottle/keg)</i>	INNER PACK <i>(packaging surrounding primary unit)</i>	OUTER PACK <i>(carton, tray, etc.)</i>
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**STEEL RES SPORS
12 LS 24OZ AL CAN
IS HIC TRY**



N/A



Primary Unit: The container that the liquid beverage comes in (could be a can, bottle, keg or bag).

Inner Pack: The packaging surrounding the primary unit. In the case of a keg, there is no inner pack.

Outer Pack: The packaging surrounding the Inner Pack or Primary Unit if there is no Inner Pack (could be a carton, a tray or other forms of packaging).

N/A = Not Applicable

Steel Reserve Alloy Series: Spiked Orange Soda Brand Fact Sheet

Brand Story	Brand Style – Hops - Malt	
<p style="text-align: center;">TBD Updated AATMF information coming early April</p>		
		Brand
		<ul style="list-style-type: none">• 8• 2• 7



SKUs
<ul style="list-style-type: none">• 16oz 4pk & 24oz Singles