

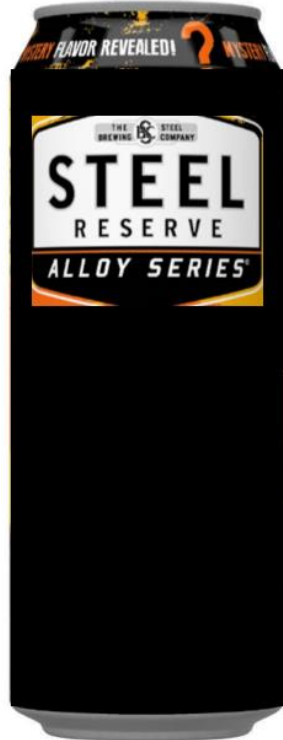


SPIKED MYSTERY TANGO & NEW FLAVOR LAUNCH

Launch as “Spiked Mystery Tango”
in September 2020



Soft Transition to Skittles-inspired
flavor in November 2020



- **THE IDEA:** Utilize ‘Mystery’ trend as a launch tactic to gain millennials attention through their desire for unique flavors & products. Mystery white can w/ a frosty white liquid will be in market for 2 months before revealing the true liquid color & updated can design/name. During mystery time period, we will engage with consumers, calling on them to guess the flavor and win \$10K!
- **REASONS TO BELIEVE**
 - Target consumers are excited for this first-of-its kind mystery FMB, with 84% top-2-box appeal
 - By continuing to release winning innovation, SRAS can drive more placements & provide higher velocities to retailers. The more in the door, the faster out the door!
- **SKUs/UPCs**
 - New UPCs (UPCs to remain the same for mystery & flavor cans)
 - Available in 24oz cans & 16oz 4pk hi-cone cans
- **PRICING:** Line priced to rest of SRAS flavors
- **PLACEMENT:** Place next to core malts, as data shows higher velocities for SRAS when placed next to malts
- **SHELF LIFE:** 26 weeks
- **PRODUCT ATTRIBUTES:**
 - ABV: 8%
 - Carbs*: 32-33g
 - Calories*: 285-287
 - Sugar*: 27-30g

*Nutritional testing currently underway; listed range being targeted






SPIKED TANGERINE NEW FLAVOR LAUNCH



- **THE IDEA:** SRAS portfolio is in its 6th straight year of growth – up +4% YTD, keeping SRAS the most productive high-ABV FMB vs competition in C-stores. Innovation is key for bringing in new drinkers to SRAS, so to continue the momentum, SRAS has launched its 8th flavor, to provide incremental growth & attract its target consumer.
- **REASONS TO BELIEVE**
 - By continuing to release winning innovation, SRAS can drive more placements & provide higher velocities to retailers. The more in the door, the faster out the door!
 - Spiked Tangerine fulfills a flavor gap within the current Alloy Series portfolio
 - Spiked Tangerine outperformed Spiked Strawberry Burst in both overall liking & purchase intent!
- **SKUs/UPCs****
 - Available in 24oz cans & 16oz 4pk hi-cone cans
 - See next page for UPC info
- **PRICING:** Line priced to rest of SRAS flavors
- **PLACEMENT:** Place next to core malts, as data shows higher velocities for SRAS when placed next to malts
- **SHELF LIFE:** 26 weeks
- **PRODUCT ATTRIBUTES (per 5 fl oz. serving):**
 - ABV: 8%
 - Carbs: 13.9g
 - Calories: 120
 - Sugar: 10g



SCANNABLE UPCs

BRAND	PRIMARY	SECONDARY (INNER)	MOTHER CARTON (OUTER)
STEEL RESERVE SPIKED T	 0 34100 52210 0 034100522100	N/A	 0 34100 52211 7
STEEL RESERVE SPIKED T	 0 34100 52209 4 034100522094	N/A	N/A



NEW: STEEL RESERVE ALLOY SERIES SPIKED STRAWBERRY BURST



Product Information

Retail Start Date

Nov 1, 2019

ABV: 8.0%

Calories : 285

Shelf Life: 6 months

Packs: 24oz and 16oz cans

Liquid Details

APPEARANCE

Bold bright pink color

TASTE

Strawberry confectionary-like flavor with a lingering sweet finish

WHY STRAWBERRY BURST?

Strawberry is growing in popularity within Spirits/Total Bev and strawberry candy such as Pink Starbursts are socially relevant to the 21-27 YO demographic

80% said they would take it to a party

55% said it would be a replacement for a mixed drink in their repertoire (76% said it would be an addition)



STEEL RESERVE ALLOY SERIES: **SPIKED TANGERINE**

Brand Facts

- Flavor singles are growing driven by their connection to the wine & spirits drinkers
- Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers.
- Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)

- APPEARANCE: Bold orange color
- AROMA: Moderate to strong fruity, citrus aroma with notes of orange & tangerine
- TASTE: Low to moderate body featuring a strong sweet tangerine confectionary-like flavor with a mango finish
- MOUTHFEEL: Moderate body
- FINISH: Lingering sweet

Brand Style– Hops – Malt

- Style: Flavored Malt Beverage

Nutritionals – Per Serving (5 fl oz.)

- | | |
|---------------------|-----------------------|
| • Calories: 120 | • Carbs: 13.9 (grams) |
| • ABV: 8.0% | • Sodium: 14 (mg) |
| • Sugar: 10 (grams) | • Protein: <1 (grams) |

SKUs**

- 24oz Can (8.0 ABV)
- 16oz 4pk (8.0 ABV)

SKU Priority

Pineapple → Blue Razz → Strawberry Burst → Tangerine → Tropic Storm → Watermelon → Blk Berry → Spiked Punch

COT Priority

- C-Store
- Liquor/Neighborhood Liquor



****NOTE: Listed as “Steel Reserve Spiked T” as brand name in system**



STEEL RESERVE ALLOY SERIES: **HARD PINEAPPLE**

Brand Facts
<ul style="list-style-type: none"> Flavor singles are growing driven by their connection to the wine & spirits drinkers Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers. Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)
<ul style="list-style-type: none"> APPEARANCE: Yellow with slight foam AROMA: Estery pineapple in the nose TASTE: Estery and pineapple flavors are strong early with a sweet/sour balance and alcohol towards the end MOUTHFEEL: Moderate body FINISH: Alcohol and slight bitter in the finish

Brand Style– Hops – Malt
<ul style="list-style-type: none"> Style: Flavored Malt Beverage

Nutritionals – IBU- SRM	
<ul style="list-style-type: none"> Calories: 286 ABV: 8.0% Sugar: 28 (grams) 	<ul style="list-style-type: none"> Carbs: 32.7 (grams) Sodium: 55 (mg) Protein: <1 (grams)

SKUs
<ul style="list-style-type: none"> 24oz Can (8.0 ABV) 16oz 4pk (8.0 ABV)

SKU Priority
Pineapple → Blue Razz → Strawberry Burst → Mystery → Tropic Storm → Watermelon → Blk Berry → Spiked Punch

COT Priority
<ul style="list-style-type: none"> C-Store Liquor/Neighborhood Liquor





STEEL RESERVE ALLOY SERIES: SPIKED BLUE RAZZ

Brand Facts

- Flavor singles are growing driven by their connection to the wine & spirits drinkers
- Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers.
- Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)

- APPEARANCE: Electric blue
- AROMA: Blend of fruity, sweet aromas with notes of berry
- TASTE: Bold berry taste with hint of lemon; low to moderate body
- MOUTHFEEL: Moderate body
- FINISH: Lingering sweet

Brand Style– Hops – Malt

- Style: Flavored Malt Beverage

Nutritionals – IBU- SRM

- | | |
|---------------------|-----------------------|
| • Calories: 287 | • Carbs: 33 (grams) |
| • ABV: 8.0% | • Sodium: 35 (mg) |
| • Sugar: 30 (grams) | • Protein: <1 (grams) |

SKUs

- 24oz Can (8.0 ABV)
- 16oz 4pk (8.0 ABV)

SKU Priority

Pineapple → Blue Razz → Strawberry Burst → Mystery → Tropic Storm → Watermelon → Blk Berry → Spiked Punch

COT Priority

- C-Store
- Liquor/Neighborhood Liquor





STEEL RESERVE ALLOY SERIES: SPIKED STRAWBERRY BURST

Brand Facts

- Flavor singles are growing driven by their connection to the wine & spirits drinkers
- Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers.
- Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)

- APPEARANCE: Light pink in color with slight haze
- AROMA: Moderate aroma with hints of berry, brown sugar, cotton candy, and vanilla
- TASTE: Low to moderate body featuring a strong strawberry confectionary-like flavor with a slightly sour hint
- MOUTHFEEL: Moderate body
- FINISH: Lingering sweet

Brand Style– Hops – Malt

- Style: Flavored Malt Beverage

Nutritionals – IBU- SRM

- | | |
|---------------------|-----------------------|
| • Calories: 285 | • Carbs: 32.5 (grams) |
| • ABV: 8.0% | • Sodium: 45 (mg) |
| • Sugar: 28 (grams) | • Protein: <1 (grams) |

SKUs

- 24oz Can (8.0 ABV)
- 16oz 4pk (8.0 ABV)

SKU Priority

Pineapple → Blue Razz → Strawberry Burst → Mystery → Tropic Storm → Watermelon → Blk Berry → Spiked Punch

COT Priority

- C-Store
- Liquor/Neighborhood Liquor





STEEL RESERVE ALLOY SERIES: SPIKED TROPIC STORM

Brand Facts

- Flavor singles are growing driven by their connection to the wine & spirits drinkers
- Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers.
- Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)

- APPEARANCE: Bold lime green color
- AROMA: Low-moderate aroma of citrus mixed with sweet and alcohol cues
- TASTE: Mirroring the aroma, citrus flavors are carried through by a contrasting sweetness and balanced by a low-moderate, fruit-appropriate sour taste
- MOUTHFEEL: Moderate body
- FINISH: Sweetness with a trace hit of lime complete the finish

Brand Style– Hops – Malt

- Style: Flavored Malt Beverage

Nutritionals – IBU- SRM

- | | |
|---------------------|-----------------------|
| • Calories: 285 | • Carbs: 32.5 (grams) |
| • ABV: 8.0% | • Sodium: 45 (mg) |
| • Sugar: 28 (grams) | • Protein: <1 (grams) |

SKUs

- 24oz Can (8.0 ABV)
- 16oz 4pk (8.0 ABV)

SKU Priority

Pineapple → Blue Razz → Strawberry Burst → Mystery → Tropic Storm → Watermelon → Blk Berry → Spiked Punch

COT Priority

- C-Store
- Liquor/Neighborhood Liquor





STEEL RESERVE ALLOY SERIES: **SPIKED WATERMELON**

Brand Facts

- Flavor singles are growing driven by their connection to the wine & spirits drinkers
- Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers.
- Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)

- APPEARANCE: Reddish pink hue with medium carbonation
- AROMA: Sweet watermelon and strawberry notes
- TASTE: Moderate to strong sweetness with watermelon and strawberry notes
- MOUTHFEEL: Moderate body
- FINISH: Slightly sweet and sour lingering finish

Brand Style– Hops – Malt

- Style: Flavored Malt Beverage

Nutritionals – IBU- SRM

- | | |
|---------------------|-----------------------|
| • Calories: 285 | • Carbs: 32.5 (grams) |
| • ABV: 8.0% | • Sodium: 100 (mg) |
| • Sugar: 29 (grams) | • Protein: <1 (grams) |

SKUs

- 24oz Can (8.0 ABV)
- 16oz 4pk (8.0 ABV)

SKU Priority

Pineapple → Blue Razz → Strawberry Burst → Mystery → Tropic Storm → Watermelon → Blk Berry → Spiked Punch

COT Priority

- C-Store
- Liquor/Neighborhood Liquor





STEEL RESERVE ALLOY SERIES: **BLK BERRY**

Brand Facts

- Flavor singles are growing driven by their connection to the wine & spirits drinkers
- Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers.
- Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)

- APPEARANCE: Deep purple color
- AROMA: Mixed fruit aroma with grape and berry
- TASTE: Estery grape/berry flavor with a sweet/sour balance and alcohol towards the end
- MOUTHFEEL: Moderate body
- FINISH: Alcohol and slight bitter in the finish

Brand Style– Hops – Malt

- Style: Flavored Malt Beverage

Nutritionals – IBU- SRM

- | | |
|---------------------|-----------------------|
| • Calories: 287 | • Carbs: 32.9 (grams) |
| • ABV: 8.0% | • Sodium: 40 (mg) |
| • Sugar: 28 (grams) | • Protein: <1 (grams) |

SKUs

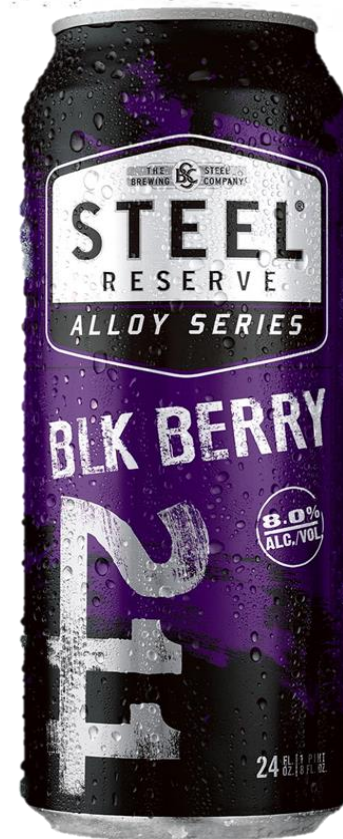
- 24oz Can (8.0 ABV)
- 16oz 4pk (8.0 ABV)

SKU Priority

Pineapple → Blue Razz → Strawberry Burst → Mystery → Tropic Storm → Watermelon → Blk Berry → Spiked Punch

COT Priority

- C-Store
- Liquor/Neighborhood Liquor





STEEL RESERVE ALLOY SERIES: **SPIKED PUNCH**

Brand Facts

- Flavor singles are growing driven by their connection to the wine & spirits drinkers
- Flavor singles appeal to social & celebratory occasions for 21-27 dual gender, multi-cultural consumers; Steel Reserve Alloy Series, specifically also appeals to key C-Store shoppers.
- Metrics show more flavors in the door drives increased velocities.

Sensory Information (AATMF)

- APPEARANCE: Pours a clear pink with some foam
- AROMA: Cherry/berry character in the aroma
- TASTE: Estery and cherry/berry flavors with a sweet/tart balance
- MOUTHFEEL: Moderate body
- FINISH: Alcohol and slight bitter in the finish

Brand Style– Hops – Malt

- Style: Flavored Malt Beverage

Nutritionals – IBU- SRM

- | | |
|---------------------|-----------------------|
| • Calories: 285 | • Carbs: 32.5 (grams) |
| • ABV: 8.0% | • Sodium: 40 (mg) |
| • Sugar: 27 (grams) | • Protein: <1 (grams) |

SKUs

- 24oz Can (8.0 ABV)
- 16oz 4pk (8.0 ABV)

SKU Priority

Pineapple → Blue Razz → Strawberry Burst → Mystery → Tropic Storm → Watermelon → Blk Berry → Spiked Punch

COT Priority

- C-Store
- Liquor/Neighborhood Liquor

