



Steel Reserve Tiki Series

REASONS TO BELIEVE

THE PERFECTLY MIXED COCKTAIL IN A CAN WITH BOLD VACATION FLAVORS THAT BRING ISLAND VIBES TO THE SENSES

- The high ABV (10-12%) segment is growing **32%** a year
- Opportunity to gain a **first mover advantage** as the **first nationally distributed 10% ABV FMB**
- **79% Top2Box Purchase Intent** with 21-27 YO consumers
- Strawberry Daiquiri has **80% Top2Box Purchase Intent** and Island Punch, a combination of Mango and Pineapple, has the **top 2 trending fruit flavors**

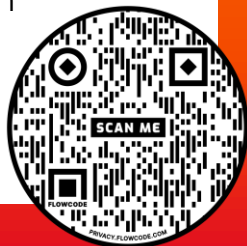
PRICING GUIDANCE: Line price to Clubtails

PLACEMENT: Adjacent to Clubtails and other FMBs on 16oz shelf

- Do NOT place next to other malts (e.g. Alloy Series) to minimize cannibalization

SHELF LIFE: 26 weeks

Sell Story
Video Scan



SKUs

STEEL RES DAIQ 24 6/4
16OZ AL IS CAN HiCTRY



034100008734



STEEL RES PNCH 24 6/4
16OZ AL IS CAN HiCTRY



034100008741

