

BUD LIGHT SELTZER



BUD LIGHT SELTZER HARD SODA

Light like Seltzer. Bold like Soda Pop!



IGNITE JOB

Invite New
Drinkers In



GROWTH DRIVER

Savor the
Flavor

TARGET CONSUMER

21-35, Co-Ed, Seltzer &
FMB drinkers

OCCASION

Casual Get Together,
Earned It

HARD SODA



Beer Style	Color	Ingredients	ABV	Calories
Hard Seltzer	Slightly Translucent with color	Pure Cane Sugar, Sparkling Water, Natural & Artificial Ingredients and colors	5%	100
Flavor Profile	Our flavors are the top 4 in the non-alc soda category. Classic Cola is \$13B annually and 8% growth. Citrus Soda is \$1.7B annually and 21% growth. Orange Soda is \$1B annually. Cherry Cola is \$1B annual and 4% growth			
Features	Per 12oz Serving: 0g Sugar, Gluten-Free			

REASONS TO BELIEVE

FLAVOR DRIVES GROWTH

Flavor variety is the #1 purchase driver
for Hard Seltzers

(SOURCE: Mintel 2020)

HARD SELTZER DRINKERS LOVE SODA TOO

93% of seltzer shoppers also purchase
soda, nearly 20 million households
purchase both.

(SOURCE: Numerator 2021)

BLS SODA POP TESTS AT PARITY WITH KEY COMPETITORS

At parity with key competitor in market
on Purchase Intent (TB), Appeal,
Relevance, and even outperforms on
Unique-ness and Brand Fit

(SOURCE: Secondary Shelf Test w/ Primary
Assessment, T2B, Aug 2021)

STR

1/3/2022

Pricing

In line with current BLS packs
in market

Packs Available

12pk Variety Pack (Classic Cola,
Cherry Cola, Orange Soda & Citrus
Soda flavors) 25oz Single, 16oz Single
(Classic Cola)

MEDIA SPEND



MARKETING SUPPORT

POS TO SUPPORT LAUNCH

PARTNERSHIPS



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TRADE SUPPORT



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UPCs

12oz 12pk
Variety Pack



16oz Single Can
Classic Cola



25oz Single Can
Classic Cola

