

Hoop Tea®

Spiked Iced Tea





Our Story

It all started in an old ice cream shop on the boardwalk with a couple of friends who quit their jobs and moved to the beach in search of a life as free-spirited as their hometown. With some tea leaves, two kegs, and their toes in the sand, they began crafting a little taste of Ocean City sunshine, and from there, Hoop Tea was born.

We hope you enjoy drinking it as much as we enjoy making it.

Our Product

Made with Real Tea

Non-Carbonated

Bright & Refreshing Flavor

Low ABV

Made to Share



Brand Portfolio

Packs (12-PACK, 12-OZ CANS)



Original Pack

A classic southern-style sweet tea with organic black tea and organic cane sugar

5% ABV



Boardwalk Pack

A mix featuring our Original, Mango, Watermelon and Peach

5% ABV

On Premise



Original Kegs (1/2 & 1/6 BBL)

Pouches (3L)



Original

A classic southern-style sweet tea with organic black tea and organic cane sugar

5% ABV

360 Support Plan



Media

- OOH in neighborhoods that we are targeting on/off premise accounts
- Paid Social: Facebook & Instagram, YouTube, Snapchat



Social

- Connect to our consumers through organic content while introducing them to our boardwalk way of life, day drinking occasions, and our community-centric mindset



PR

- Earned media (regional) focused on launch and critical summer period



Partnerships

- Regionally focused partnerships with culturally relevant tie-ins, and local merch collaborations

Trade



- New POCM and SMT
- Targeted sampling programs with custom toolkits
- BRD team in select markets to help grow distribution and sales
- Boardwalk themed Dealer Loaders
- Custom retail programming
- Hoop Tea dedicated BDRs

Experiential



- Invest in local food and music festival activations in home markets
- Boardwalk pop-ups during resort season

Influencer



- Recruit "Hoop Heads" and distribute customized Re-Think Your Day Drink mailer to key influencers to support launch and key summer period



2023 Hoop Tea BW 2 Playbook

Channel Strategy

On Premise

Strategy

Focused sampling opportunities in priority retailers around targeted occasions.

Target drink menu placements with draft.



Targeted Distribution

Build distribution based on Bud Light Seltzer as baseline.

Tiered by market priority.

ONP Distribution	
Stronghold	7.5%
Home Market	7.5%
Expansion	2.5%

Support

PORTFOLIO PRIORITIZATION



POCM



Off Premise Channel Strategy

Pkg Liquor

Drive awareness and rate of sale at key package liquor accounts adjacent to tea and sweet FMB brands.

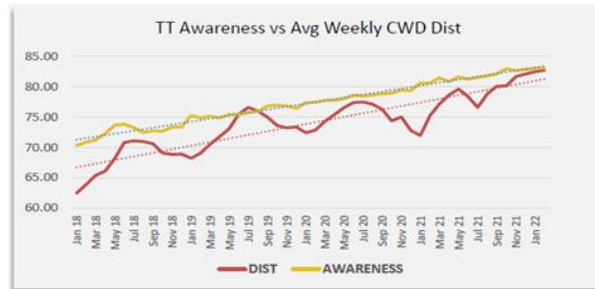
Grocery

Execute Authorization and mandates with our key grocery retailers. Gain inclusion in Hard Tea ad buckets for key Holidays

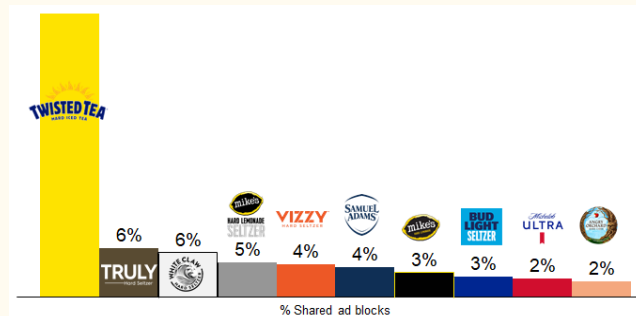
Small Format

Focus on new hard tea consumer with 12Pack growth in category & drive brand awareness before expanding distribution.

Awareness Ahead Of Distribution



AD WORKSTREAM



NEW Hard Tea Buyers

Hard Tea Qualities a Fighter Must Match

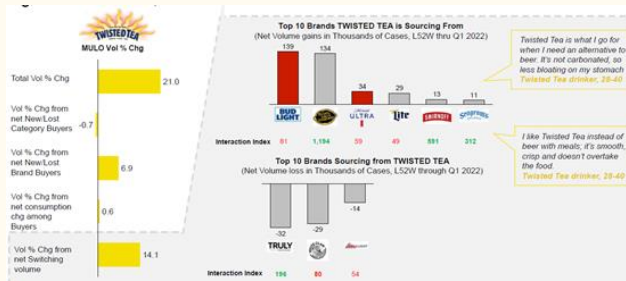
- ✓ Real Tea
- ✓ No Carbonation LOW ABV
- ✓ Co-Ed
- ✓ Sessionability
- ✓ Social Permissibility
- ✓ Large Format Packs (12pk)

Potential Ways to Differential:

- Better Liquid
- Wide Variety of Appealing Flavors
- Elevated & Fun Branding

Distribution

	Large Format	Small Format
Home Market	30%	10%
Stronghold	30%	10%
Expansion	10%	5%



2023 DREAM: #1 Share Gainer #2 Hard Tea \$ Sales

Chain Commitments | New Item Sell-in Status

Walmart 

 Ahold
Delhaize

 7
ELEVEN

CIRCLE  K

 Kroger

 meijer

 Cumberland
F A R M S

 Tops
Fresh Markets

 giant
eagle

 Albertsons

 Price
Chopper

 GPM
INVESTMENTS, LLC

 Wegmans



Store Count	Meeting	OG 12pk - Confidence Level	VP 12pk - Confidence Level	Pouches - Confidence Level
777				
810				
1907				
1018				
726				
299				
199				
149				
158				
50	Upcoming			
99				
641				
100	Upcoming			
376				