

Ohio is Riding the Hard Seltzer Wave in Food



#4

Hard Seltzer
State in
Dollar Sales

Hard Seltzer:

8%
share of
total Beer
dollar sales

+152%
growth in
dollar sales

21
weekly CEs
on average
per store

White Claw:

67%
share of
Hard Seltzer
dollar sales

+203%
growth in
dollar sales

17
weekly CEs
on average
per store



Top 3 12-pack SKUs

White Claw's Variety
Pack brings in
more dollars than
all competitive
hard seltzer
12-packs combined.



Top 5 6-pack SKUs

White Claw 6-packs
move faster than
all hard seltzer
6-packs and notably,
545% faster than
the next largest
competitor.



Top 3 Single Serve SKUs

White Claw singles
move 4 more units
per week than the
next top performing
competitor.