

Ohio is Riding the Hard Seltzer Wave in Convenience



#3

Hard Seltzer
State in
Dollar Sales

Hard Seltzer:

4%
share of
total Beer
dollar sales

+429%
growth in
dollar sales

5
case sales
per store
per week

White Claw:

77%
share of
Hard Seltzer
dollar sales

+468%
growth in
dollar sales

4
case sales
per store
per week



Top 3 Single Serve SKUs

White Claw's 19.2oz singles dollar sales are 440% higher than all other hard seltzer singles combined.

White Claw singles move 3.5 more units per week than the next top performing competitor.



Top 3 12-pack SKUs

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

Single-flavor 12-packs are moving an average of 8 units per week, faster than all competitive 12pks.