

Hoop Tea

Spiked Iced Tea

Original



ALCOHOL STYLE

Low-ABV FMB

COLOR

Brown

ALCOHOL BASE

Malt

ABV

5%

IGNITE JOB
Invite New Consumers

MACRO TRENDS
Flavor Variety

TARGET CONSUMER

Gender
Co-Ed

Age
21-34

Income
Medium

Ethnicity
Caucasian

REASONS TO BELIEVE

HARD TEA IS DRIVING THE FMWB SPACE

It accounts for 25% of total volume and is the 2nd highest contributing growth factor in Hard beverages

Source: IWSR Drink Market Analysis

STRONG GROWTH IN 12-PACKS

Two-thirds of hard tea growth is driven by 12-packs. Hoop Tea's American Original 12-pack has been strong and growing ROS

Source: IRI Projected Data, NJ-Liquor; Tea category based on aggregate FMB UPCs with Twisted Tea and Hoop Tea in product name

TASTE ON PARITY WITH COMPETITION

In Internal Blind Taste testing, the liquid was at parity with top competitors in the space

Source: Internal Feedback Factory Taste Test

TRADE & MARKETING SUPPORT

MEDIA

Influencer: 50%
Paid Social: 20%
Programmatic Media: 20%
Targeted / Seasonal OHH: 10%

TRADE



SPONSORSHIPS/XM



FLAVOR PROFILE

A classic southern style sweet tea with real black tea and cane sugar.

FEATURES/BENEFITS

Made with real tea and ocean city sunshine, Hoop Tea is a bright and refreshing non-carbonated iced tea.

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Recommended PTC	UPC Code	Case Code	Dimensions W" x h" x d"	Focused Channels	State Availability
In line with seltzer/premium pricing	12-Pack UPC: 850677006313	N/A	6.8" x 9" x 6.5"	On Premise & Large Format	Region NE, NC (Coastal), TN, OH, MI, FL (Miami)

KEY ADJACENCIES AND SHELF PLACEMENT: ADJACENT TO HARD TEA 12PKS



12OZ CAN UPC



12-PK UPC