FROM THE MAKERS OF SURFSIDE

Super Lyte™

0 BUBBLES | 90 CALS | VODKA + ADE | 0 SUGAR | GF

AN INNOVATIVE NEW VODKA-BASED RTD INSPIRED BY CLASSIC SPORTS DRINK FLAVORS, SUPER LYTE IS NON-CARBONATED, EASY TO DRINK AND INCREMENTAL TO THE CATEGORY.

FRUIT PUNCH | ORANGE | LEMON LIME | BLUE CHILL

4 FLAVORS ⚡ 4.5% ALC. BY VOL. ⚡ 90 CALS ⚡ 0 BUBBLES

VODKA + ADE ⚡ 90 CALS ⚡ 0 BUBBLES

Super Lyte™

LAUNCHING MARCH 2026

VARIETY 8 PACK UPC

8 10171 36196 7

LOOSE 24 PACK UPCs

ORANGE
8 10171 36195 0

FRUIT PUNCH
8 10171 36189 9

LEMON LIME
8 10171 36193 6

BLUE CHILL
8 10171 36191 2

BLUE CHILL 19.2oz UPC

19.2OZ BLUE CHILL
8 10171 36213 1

WIN WITH SUPER LYTE

SUPER LYTE GIVES RETAILERS AND WHOLESALERS AN OPPORTUNITY IN A NEW RTD CATEGORY WITH INNOVATORS WHO CREATED AND BUILT SURFSIDE.

BUILT BY INNOVATORS

CREATED BY THE TEAM THAT MADE SURFSIDE INTO A NATIONAL POWERHOUSE.

STRONG VISIBILITY

MERCHANDISE IN MULTIPLE AREAS INCLUDING DISPLAY & COLD BOXES.

ADVERTISING

POINT OF SALE, SAMPLING, SOCIAL MEDIA AND BRAND ADVERTISING.

EASY EXECUTION

OFF-PREM; VARIETY 8-PACK
ON-PREM; LOOSE 24 CAN CASES

BRAND DETAILS

PACK INFO:
Variety 8 Pack, 2 Cans Each Flavor
12oz Loose Can Cases

PRODUCT INFO:
4.5% ABV | 90 CALS | 0 BUBBLES

PRICING INFO:
Variety 8 Pack SRP; $16.99-$19.99
Line-Priced with Surfside

DRINKSUPERLYTE ⚡ SUPERLYTE.COM

Party Smart. 21+ Vodka Cocktail. 4.5% Alc. By Vol. (9 Proof). ©2025 Stateside Brands, Philadelphia, PA. Per 12 fl. oz.: Calories: 90; Carbs: 0g; Protein: 0g; Fat: 0g.