

NEW



GREAT FLAVOUR GRAPE TASTE

100 calories • 5% alc./vol. • 1 g sugar

per can (355 mL)

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INTRODUCING WHITE CLAW® GRAPE

NATIONALLY, CONSUMERS HAVE ASKED FOR MORE FLAVOURS,
AND WE'VE LISTENED.



GRAPE

6 x 355 mL

Classic White Claw, now in Grape, for a flavour that's delightfully tart & sweet.

REASONS TO BELIEVE

CORE IS CORE TO THE CATEGORY

White Claw Core represents 1/5 of seltzer volume in Canada - building excitement around new flavours is key to driving overall category growth.¹

NOSTALGIC, REFRESHING FLAVOUR

Grape is a **nostalgic flavour with strong refreshment perceptions amongst Canadian consumers**. Opportunity for a trusted brand like White Claw to deliver a distinct Grape offering - crafted to balance the flavours of tart grape skin with sweet, juicy pulp & a floral concord grape aroma.

GRAPE IS ON FIRE IN THE U.S.

White Claw Grape 6pk is the **#3 Hard Seltzer innovation in the US** since launch & leads all flavour conversations on US social channels with >2k mentions in first 8 weeks of launch.²

PRICING GRID

| PRODUCT SPECIFICATIONS | FORMAT | Article # | UPC | SCC | RETAIL |
|------------------------|------------|-----------|--------------|----------------|---------|
| White Claw® Grape NEW! | 6 x 355 mL | 1049031 | 848819002125 | 10848819002122 | \$21.99 |