

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