

The graphic features a vibrant blue background with a dynamic splash of colorful liquid droplets in white, yellow, green, pink, and red. The word "BONKERS!" is written in large, bold, yellow capital letters with a thick blue outline and a slight 3D effect. Below it, the words "HARD SELTZER" and "BRAND GUIDE" are written in white, bold, sans-serif capital letters, stacked vertically and enclosed within a dark blue, irregularly shaped banner that also has a 3D effect.

BONKERS!

HARD SELTZER
BRAND GUIDE

100 CAL | 2G SUGAR | 5% ALC/VOL | GLUTEN FREE

A horizontal bar at the bottom of the image, divided into three equal segments of red, yellow, and green.

BRAND OVERVIEW

NATURALLY NORMAL... UNTIL IT'S NOT.

- ✓ Nostagic Fun with a Modern Twist
- ✓ Bold, Energetic, Eye-Catching
- ✓ Flavor Explosion in Every Sip



TARGET AUDIENCE

WHO'S GOING BONKERS?

- ✓ Ages 21-35
- ✓ Festival-Goers
- ✓ Social Drinkers
- ✓ Adventure Seekers



Flavor Lineup



FLAVOR LINEUP



RETAIL IMPACT



BONKERS! vs. THE COMPETITION



WHY BONKERS! WINS

- ✓ Stand-Out Packaging
- ✓ Fun & Playful Branding
- ✓ High Energy Personality
- ✓ Craveable Flavors



BRAND EXTENSIONS



BONKERS!
ENERGY SETZER



BONKERS!
FREEZE POPS



BONKERS!
PARTY PACKS

LICENSING OPPORTUNITY

- ✓ Proven Hard Sellzer Formulation
- ✓ Low Risk, High Reward
- ✓ Rapid Market Launch
- ✓ Ready to Go **BONKERS?**





Licensing Opportunity

- ▶ • Differentiated shelf presence
- ▶ • Nostalgia name with modern execution
- ▶ • High social & merchandising potential
- ▶ Offered by *Brands Worth Repeating*
- ▶ Contact us for details.

CONTACT

BACK