

BONKERS!

HARD SELTZER
BRAND GUIDE

The logo features the word "BONKERS!" in large, bold, yellow letters with a blue outline. Below it, "HARD SELTZER" and "BRAND GUIDE" are stacked in white, sans-serif font. The background is a vibrant blue with white, green, red, and yellow water splashes of various sizes.

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

BRAND OVERVIEW

NATURALLY NORMAL... UNTIL IT'S NOT.

- ✓ Nostalgic 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



500ml

500ml

500ml

500ml



500ml

500ml

500ml

WOW!

MEH...

WHY BONKERS! WINS

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



BRAND EXTENSIONS



BONKERS!
ENERGY SELTZER



BONKERS!
FREEZE POPS



BONKERS!
PARTY PACKS

LICENSING OPPORTUNITY

- ✓ Proven Hard Seltzer 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