

The graphic features a vibrant blue background with a dynamic splash of colorful liquid droplets in white, yellow, green, and pink. The word "BONKERS!" is written in large, bold, yellow letters with a thick blue outline and a slight 3D effect. Below it, the words "HARD SELTZER" and "BRAND GUIDE" are stacked in white, bold, sans-serif capital letters 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 four equal segments of red, orange, yellow, and green, resembling a rainbow.

# 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