

BONKERS!

HARD SELTZER™



BRAND POSITIONING

Naturally Normal... Until It's *Not!*

- *Bold, energetic, shelf-dominating design*
- *Nostalgic fun with modern execution*
- *Flavor explosion in every sip*



TARGET AUDIENCE



Ages 21–35



Vacationers



Social Drinkers



Boaters



Adventure seekers



Sports Enthusiasts

FLAVOR LINE-UP



WHY BONKERS! WINS

- Comparable Specs to Category Leaders
- Stand-out Nostalgic Branding
- Playful Flavor Architecture
- High Visual Retail Impact
- Maximum Refreshment
- Insanely Fruity



PACKAGING CONCEPTS



SINGLE FLAVOR
4 PACKS



THREE FLAVOR
6 PACKS



SIX FLAVOR 12 PACKS



SHELF DOMINATION



BRAND EXTENTIONS



Ready-To-Drink Cocktails

Flavor Enhancers



ZERO SUGAR



Freezer Pops



ALCOHOL INFUSED

LICENSING OPPORTUNITY

HARD SELTZER
HAS BECOME A
FIVE BILLION
DOLLAR INDUSTRY



EXCLUSIVE LICENSING OFFERED BY...

Brands Worth Repeating

954.328.2599

CONTACT

BACK

