

LYMT 



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Introducing LYTT High Gravity Premium Malt Beverage



The Brand



LYTT is a refreshing, relevant brand that resonates with trendy and urban consumers. One word. One syllable. Coined spelling. Easily distinguishable. Memorable.



Premium Packaging & Packing



What is base coat? Base coat is a can printing process where 'silver' aluminum cans are entirely covered in white ink. The artwork is then printed on top of the white 'base coat'. The final effect is a non-metallic look with full opaque colors.

Who's doing it in the Non-Alcoholic category?



Who's doing it in the alcoholic beverage category? Nobody.

Why is LYTT packed in a closed box versus a shrink wrapped tray?

Not every distributor wants to order by the full truck load. Shipping Less Than Truckload (LTL) increases the risk of pallet shifting and leakers due to impact. Packing LYTT in a closed box not only protects the product during shipping, but also reduces damages during handling and storage.



Flavor



Hard Cherry Lime



FRT PNCH



Hard Peach Tea

What is Guarana? Guarana is plant native to the Amazon basin and especially common in Brazil. In fact, Brazil's most popular non-alcoholic beverage is actually called *Guaraná*.

What does it taste like? Guarana's flavor can be described as "apple-ish" with hints of berry.

What role does it play in LYTT's flavor system? Guarana is proven to improve the bitterness and astringency properties of a brewed malt beverage. This results in a brewed malt beverage having improved organoleptic properties, including aroma strength, astringency, bitterness, fruity character, and estery character.



What flavors of LYTT contain Guarana? All of them.

LYTT...Let's Compare It!



	LYTT Hard Peach Tea	Four Loko Peach
Net Volume:	24 FL OZ	23.5 FL OZ
Coloring Agents:	No	Yes
Flavor Type:	Natural	Artificial
Botanicals:	Black Tea Leaves & Guarana	None

