

MIGHTY *Swell*

SPIKED SPRITZER



Brand Overview



NATURALLY SPIKED SPRITZERS

COLD-BREWED SUGAR ALCOHOL



5%
ALC/VOL

110
CALORIES

4g
SUGAR

GLUTEN FREE

CLEAN
INGREDIENTS

No High Fructose Corn Syrup
No Artificial Flavors
No Artificial Sweeteners
No Sodium Benzoate
No Red Dye #3



Can Series



Packaging



Taste: Cherry Lime
(Highest Honors)

2020 LINE UP



VARIETY 24 PACK

Includes (6) cans of all four flavors.
This item is presold by the pallet.



VARIETY 12 PACK

Includes (3) cans of all four flavors
allowing consumers to find their
favorite flavor.



6 PACKS

Cherry Lime, Grapefruit,
Peach and Watermelon Mint.



16oz SINGLES

Available now!
C-store! Venues!
Airport! On Prem!



CATEGORY OVERVIEW



Mighty Swell offers the Best of Both Worlds:
 A "Better For You" Product with the Full Flavor of Traditional Favorites!
 Appealing to the Widest Range of Consumers

80 Cal	90 Cal	90 Cal	90 Cal	100 Cal	100 Cal	100 Cal	100 Cal	110 Cal	120 Cal	135 Cal	207 Cal	220 Cal	228 Cal	220 Cal	160 Cal	340 Cal
0g Sugar	0g Sugar	0g Sugar	0g Sugar	0g Sugar	1g Sugar	1g Sugar	2g Sugar	4g Sugar	9g Sugar	11g Sugar	19g Sugar	29g Sugar	29g Sugar	32g Sugar	35g Sugar	43g Sugar
4% ABV	4.5% ABV	4.5% ABV	4.5% ABV	5% ABV	5% ABV	5% ABV	5% ABV	5% ABV	4.5% ABV	4.5% ABV	6% ABV	8% ABV	4.5% ABV	5% ABV	3.2% ABV	5.9% ABV



No Flavor

Too Sugary



CATEGORY STRATEGY



1. Lead with Variety 12Pk
 - Line priced with White Claw
 - Adjacent to White Claw
2. Use V12 data vs like items to achieve 6pk adds
3. Use velocity vs weak brands to expand space



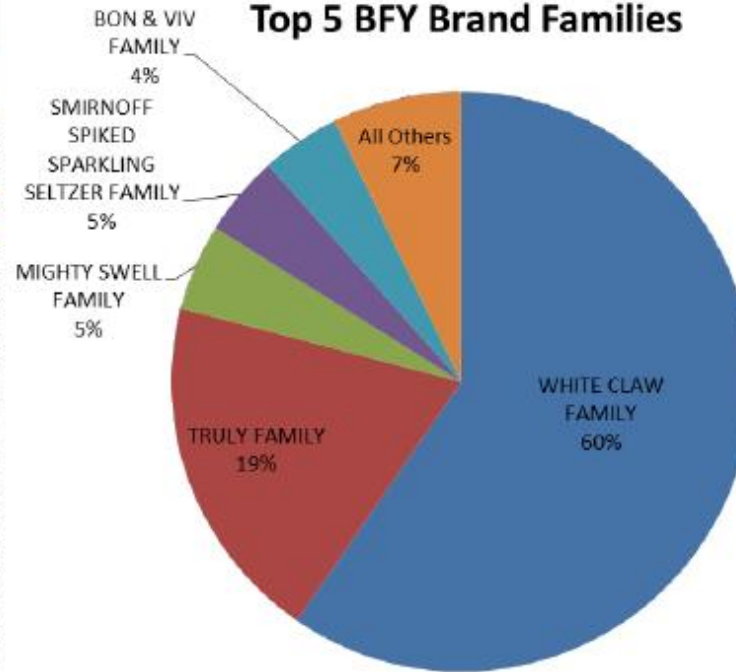
SYNDICATED DATA

Better For You Market Performance YTD

All Package Market Performance

	Vol Sales Current	Volume Trend	Vol Share Change	Segment Share
WHITE CLAW FAMILY	119082.1	312.6%	2.62	59.6%
TRULY FAMILY	38921.8	136.3%	0.64	19.5%
MIGHTY SWELL FAMILY	9639.7		0.28	4.8%
SMIRNOFF SPIKED SPARKLING SELTZER FAMILY	9030.0	31.6%	0.05	4.5%
BON & VIV FAMILY	8738.3	22.5%	0.04	4.4%
OSKAR BLUES FMB FAMILY	4867.2		0.14	2.4%
HENRYS HARD SODA FAMILY	3301.0	102.8%	0.05	1.7%
CAPE LINE FAMILY	2586.8		0.08	1.3%
CROOK AND MARKER FAMILY	1614.9		0.05	0.8%
PURA FMB FAMILY	1355.8		0.04	0.7%
KYLA FAMILY	273.6	1922.9%	0.01	0.1%
WILD TONIC FAMILY	166.4	1855.8%	0.00	0.1%
SPARKLI FAMILY	154.5		0.00	0.1%
FLYING EMBERS FAMILY	49.6		0.00	0.0%
BUZZ WTF FAMILY	16.8		0.00	0.0%
JUNESHINE FAMILY	3.7		0.00	0.0%

Top 5 BFY Brand Families



Brand Family	EQ SKU %	
	CHG vs YAG	\$ per PT - CURR
WHITE CLAW HARD SELTZER	96.7%	\$44,594
TRULY HARD SELTZER	54.2%	\$31,175
SMIRNOFF	21.5%	\$11,732
MIGHTY SWELL	79.6%	\$6,811
BON & VIV SPIKED SELTZER	70.8%	\$5,153
CAPE LINE		\$4,610
HENRY'S	21.3%	\$4,162
WILD BASIN		\$3,786
CROOK AND MARKER		\$1,917
PURA STILL		\$1,346

Mighty Swell has 4 SKU's in the IRI seltzer top 25



RECENT PUBLIC RELATIONS WINS

Featured in...

8

National, Household Name Media Companies



7 Refreshing Canned Cocktails To Sip Lakeside Or Liven Up Your Pool Party

Refreshing Canned Cocktails To Sip Lakeside Or Liven Up Your Pool Party
Although Mighty Swell beverages are spiced seltzers rather than cocktails, they make an impressive case for being considered as their closest equivalent. Considered by Thrifty Old Drinking in Drinking, Forage, Taste, these seltzers are made from an alcohol base originating from the most natural source available: fermented water. The water is fermented using local, high-quality, natural sweeteners in a clean, clear water, naturally carbonated to create these seltzers. All ingredients are sourced from natural sources without artificial sweeteners, and the base has been independently verified by sources like Whole Foods, Sprouts, and Market Baskets. The flavors are reminiscent of popular fruit combinations you will expect to find with a seltzer drink.



New Canned Beverages Built for Beach Drinking May Not Be Booze at All



Cherry Lime, Mighty Swell Spiked Seltzer
110 calories, 4g carbs, 5% ABV
It's the newest flavor from the three-year-old Austin-based beverage company Mighty Swell, whose founders are veterans of Sweet Leaf Tea, Deep Eddy Vodka, and Goldfish Soda. Its canned wine coolers, spiked with orange wine, are made without high fructose corn syrup or food coloring and have a notably bright, juicy fruit flavor.



We Tried 71 Different Spiked Seltzers And Here Is The Best-Tasting One

Spiked Seltzers
PLACEMENT: L.A. City Beach, Bang For It! Grapefruit, Pink Citrus, Cherry Lime, Wood-Chestnut, Watermelon, More
OVERALL THOUGHTS: In terms of overall quality, price, and taste, Mighty Swell is the winner. They offer the best combination of a wide variety of flavors, an excellent taste, and a reasonable price point.
WEBSITE: Going For It! Grapefruit



Light, Bright, Definitely Not Sprite: 20 of the Best Spiked Seltzers to Try



21 Spiked Seltzer Brands To Sip On This Summer



8 Craft Hard Seltzer Brands To Cool Off With This Summer

1

Trade Publications

1



#2 Reader's Choice new product release, beating out national brands such as Smartwater, WTRMLN WTR, Bacardi, and Dogfish Head



April 1, 2019
Austin, Texas-based Mighty Swell Seltzer Co. has added to their line-up with a new cherry lime seltzer. Also available in Watermelon Mint, Grapefruit, and Peach flavors, the 5% abv canned cocktails have an orange wine base and contain 110 calories. The line debuted in 2015 and now comes in 14 flavors, primarily along the East Coast and in the Midwest. Six packs of each flavor retail at \$18 and a weekly 12 pack of all four flavors sells at \$16.



BEVVY®
2019 Is the Year of Canned Cocktails. We Reviewed 8 of Them.

BREWBOUND.
CRAFT BEER NEWS, EVENTS & JOBS
Mighty Swell Seltzer Co. Launches Cherry Lime Flavor

Targeted 8 markets | 75+ earned media placements
Over 96 million online media impressions overall