HUNTER'S ICED WATERMELON

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CLASSIFICATION	FAB
SKU	74416 – 12X 660ML CRATE 74413 – 2X (6X 500ML) CAN
COLOUR	Gold
TASTE	A natural blend of fresh watermelon that delivers a distinctive, refreshing cider with a cooling finish.
ABV	4.5%
SHELF LIFE	Cans: 8 months Bottles: 9 months
STORAGE	Keep refrigerated or store between 15-20°C.
INGREDIENTS	Water, Maize, Sugar, Apple Juice (from concentrate), Citric Acid, Flavourings, Colourant (E 150 c), Preservative (Sulphur Dioxide).
COLOURANTS	E 150 c
SUGAR	50 g/L
ACID	4.5 g/L
CARBONATION	4.94 – 5.59 g/L (2 – 2.4 bar)
ENERGY	201 kJ per 100ml
VARIANT ROLE	Reclaim the refreshment leadership position with the chilled, easy-drinking intrinsic positioned as a desired alternative to the bitter beer taste.
TARGET CONSUMER	18-24 YO, unisex.
CONSUMER TYPOLOGY	The Explorer / Adventurer.
OCCASION/NEED STATE	Genuine connections with easy-going, Iced Refreshment.
FOCUS CHANNELS	RTM / Fragmented Trade / Retail
COMPETITORS	Flying Fish, Redd's MXD.
FUNCTIONAL BENEFIT	Hunter's delivers easy-drinking, chilled refreshment from the first sip to the last drop. (Iconic epic gulp shot).
EMOTIONAL BENEFIT	Hunter's captures the spirit of relaxed confidence and an easy-going approach to life.
BRAND ESSENCE	Iced Refreshment.
DEMAND MOMENT	Genuine Connections.



#NO 18
NO ALCOHOL MAY BE SOLD TO PERSONS UNDER THE AGE OF 18.
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