

**5%
ALC./VOL.**

TWISTED TEA
HARD ICED TEA



WHAT'S INSIDE?

- **Original x 3, Peach x 3, Mango x 3, Slightly Sweet x 3**

WHY ISLAND PACK?

- At half the sugar vs Original, **Slightly Sweet** is perfect for the consumer who doesn't want to compromise taste for health benefits.
- **Mango** is for the curious! Mango is our most requested flavour in markets where it does not exist.
- **Peach** is for the consumer who likes to stay on trend. Peach RTD's posted strong double-digit growth in 2021.
- **Twisted Tea Original** is made from select tea and natural lemon flavour. The **#1** Hard Iced Tea in Canada, this one's for everyone!

KEY SELLING POINTS

- Trialing new flavours leads to new purchases: 2021 consumer research indicates that after trying Twisted Tea, **81%** of consumers intend to purchase.
- Twisted Tea is a basket building brand: **80-94%** of Twisted Tea consumers purchase with other RTD items.
- Twisted Tea Variety Packs grew **+38%** across Canada through 2021!



SIZE	VARIETY	CSPC	PRICE
12x355mL	TWISTED TEA ISLAND PACK	44754	\$27.98

FOR MORE INFORMATION, PLEASE CONTACT YOUR WETT SALES & DISTRIBUTION REPRESENTATIVE