INTRODUCING

Coors Seltzer with a mission.

1 pack restores 500 gallons.
**WE ARE A HARD SELTZER ROOTED IN A SOCIAL PURPOSE**

A hard seltzer made with a mission to taste good and do good. Coors Seltzer is a hart seltzer rooted in a higher purpose to give back, making it easy for consumers to make a positive impact on the world.

**WE ARE PARTNERING WITH CHANGE THE COURSE TO PROTECT AMERICA’S RIVERS THAT PROVIDE CLEAN WATER TO WILDLIFE AND MILLIONS OF PEOPLE**

<table>
<thead>
<tr>
<th>WHAT</th>
<th>HOW</th>
<th>IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each 12 Pack = 500 Gallons of Clean Water Restored to America’s Rivers</td>
<td>$1 per case Donated to Change the Course River Initiatives</td>
<td>1B Gallons of River Water Restored in 1 year</td>
</tr>
</tbody>
</table>

ChangeTheCourse.us
WE ARE PARTNERING WITH CHANGE THE COURSE, AN ORGANIZATION FOCUSED ON PROTECTING AND RESTORING OUR NATION’S RIVERS

WHO THEY ARE

- Ensures clean and reliable water for rivers commerce and communities
- Reduces water footprints
- Raises awareness about freshwater

OTHER BRAND PARTNERSHIPS

- Changethecourset.us
OUR POINT OF DIFFERENCE – WATER RESTORATION – IS MEANINGFUL TO CONSUMERS

Consumer are looking for companies to take a stand

- 2/3 Of consumers want companies to **TAKE A STAND** on social, cultural, environmental and political issues close to their hearts¹
- 91% Of consumers are likely to **SWITCH TO A BRAND THAT SUPPORTS A GOOD CAUSE** if quality and price is comparable²

Water is a top issue

- **77%** of America’s major rivers are drying up due to overuse, pollution and climate change

Water restoration is top driver of purchase

Consumers ranked the reasons they would purchase Coors Seltzer

- #1 Comes in flavors I like
- #2 Coors brand name
- #3 I like the product’s mission to protect water

**WATER** is a top ranked issue for millennials only behind food & hunger and education³

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DISPLAYS AND PACK MIX

12 pack Variety
Black Cherry, Mango, Lemon Lime, Grapefruit

24 oz Single Can
Black Cherry
<table>
<thead>
<tr>
<th>VARIETY PACK</th>
<th>PRIMARY</th>
<th>SECONDARY (INNER)</th>
<th>MOTHER CARTON (OUTER)</th>
</tr>
</thead>
<tbody>
<tr>
<td>24/12 12OZ AL CAN SL CAR TRY</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>BLACK CHERRY</td>
<td>PRIMARY</td>
<td>SECONDARY (INNER)</td>
<td>MOTHER CARTON (OUTER)</td>
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<tr>
<td>24 LS 12OZ AL CAN SL TPK</td>
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<td>N/A</td>
<td>N/A</td>
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<tr>
<td>MANGO</td>
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<td>N/A</td>
<td>N/A</td>
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<tr>
<td>GRAPEFRUIT</td>
<td>PRIMARY</td>
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<td>24 LS 12OZ AL CAN SL TPK</td>
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<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>LEMON LIME</td>
<td>PRIMARY</td>
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<td>MOTHER CARTON (OUTER)</td>
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<tr>
<td>24 LS 12OZ AL CAN SL TPK</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*In a 24pk loose to be more environmentally friendly