

New LITE Hard Lemonade



1. FULL FLAVOR!
Bringing the taste of regular mike's to LITE
2. FULL STRENGTH!
We Raised %ABV back to 5%
3. NATURAL TASTE! sweetened with
a touch of honey for natural taste

86%

**purchase intent among
Light FMB consumers!**



11.2oz. Bottle



11.2oz. Bottle



6pk



6pk



Shipper



Shipper



Product Details:

Flavors: Lemon and Black cherry

ABV: 5%

Geography: National

Dimensions: bottle - 8.6875 X 2.397 inches

Ship to Distributors: January 2014



Tuck Card



Wobbler



Case Card