



23.5 OZ CANS

VIBRANT GRAPHICS FOR A PROVEN PACKAGE

Blast by Colt 45 will also be packaged in the 23.5oz can, a proven volume driver in the progressive adult beverage segment.

The can packaging has been designed to communicate all the key points about the brand, including the 12% alcohol and real fruit juice flavors.

Please Drink Responsibly: All 23.5oz cans display a "Contains Alcohol, Please Drink Responsibly" and "WE ID" message to consumers.



Blueberry
Pomegranate

Strawberry
Lemonade

Grape

Raspberry
Watermelon

blastbycolt.com



MODERN FLAVORS. MADE WITH REAL JUICE.

FLAVORS THAT CONSUMERS LOVE, ENHANCED WITH REAL FRUIT JUICE

Blast by Colt 45 will be launched with four flavors in two package configurations, 7oz bottle six packs and 23.5oz cans.

Each flavor of Blast by Colt 45 has been developed by a panel of consumers and fine-tuned by industry-leading beverage scientists to maximize taste and consumer appeal. Blast by Colt 45 has been designed to deliver the very best tasting flavors in the segment. In fact, each launch flavor contains a flavor component that is among the fastest growing in the segment.

INTRODUCING THE FOUR LAUNCH FLAVORS



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