

## Now Available from All-Star Distributing New Great Tasting Products from MIKE'S!



The "New"  
**HEAVYWEIGHT CONTENDERS  
MIKE'S HARD PUNCH BRANDS!**

- ✓ 5.5% ALC/VOL
- ✓ LOW CARBONATION
- ✓ MORE "REAL" FRUIT JUICE!

(NOT JUST A LINE EXTENSION---THIS IS A NEW CATEGORY IN THE P.A.B.'S.)



For your customer looking for  
Something a "little" harder ...  
**MIKE'S HARDER BRANDS!**

- ✓ 8.0% ALC/VOL
- ✓ ALL THE GREAT FLAVOR, JUST A LITTLE HARDER
- ✓ YOUNG ADULT MALES WILL EMBRACE THIS PRODUCT
- ✓ 16OZ. CANS/HIGHER ALCOHOL PRODUCTS ARE #1 SELLING NEW ENTRIES IN NATIONAL CONVENIENCE CHANNEL.



The Newest Member  
of the mike's hard  
lemonade FAMILY---  
**MIKE'S HARD  
RASPBERRY  
LEMONADE**

- ✓ 5.0% ALC/VOL
- ✓ Limited availability
- ✓ The first of a series of 3 "Seasonal Squeezes" offered.