

# new! spring seasonal ripe for the picking



AVAILABLE  
FOR A LIMITED  
TIME ONLY

## Three reasons to pick this strawberry:

1

**Customers can't get enough of Strawberry, a tried & true flavor!**

- In today's economy, consumers seek flavors they can trust.\* Strawberry Lemonade is a classic.

2

**Seasonals are a proven cash crop.**

- 20% of Craft beer dollar sales are Seasonal selections.\*\*
- In 2010, Mike's spring seasonal sales grew 101.3% vs. the previous year.\*\*\*

3

**High incremental purchase.**

- Remember, 67% of mike's® purchases are incremental to beer!\*\*\*\*