



# The Memes Are Pouring the White Claw Down Your Throat!



# Current Sales

- 50 percent of hard seltzer market
- Grew by 283% in July 2019 over the previous year
- White Claw is becoming synonymous with entire hard seltzer category



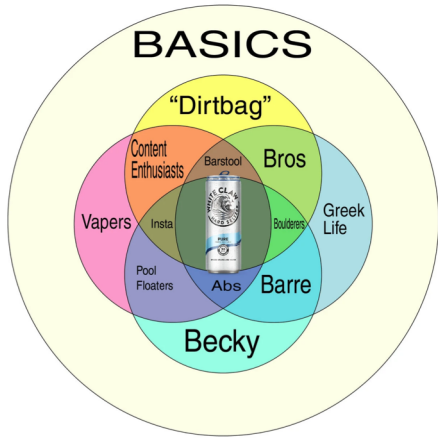
# Broader Demand

- In 2018, category grew about 169% to \$487.9 million
- “Summer of hard seltzer”
- Other alcohol brands begin marketing their own hard seltzers
  - Harry’s Hard Sparkling Water, Truly, Bon & Viv



**So, how did it all  
start?**

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# SWOT Analysis

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- “White Claw” continues to trend on all social media platforms
- Vegan, gluten-free, and low calorie count
- It promotes healthy living

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- White Claw barely has its own advertisement campaign.
- Internet trends die down quickly

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- More flavors
- Varied and higher ABV
- Demand is higher than supply right now

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- Other pre-existing brands of hard seltzer
- The company may overdo its allocation strategies

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# Product

- An alcoholic seltzer water owned by Mark Anthony Brands
- First introduced in 2016
- 100 calorie and 5% ABV cans
- Six flavors: Black Cherry, Ruby Grapefruit, Natural Lime, Raspberry, Mango, and Pure Hard Seltzer (unflavored).





# Place

- Grocery stores
- Liquor Stores
- Currently under allocation distribution



# Promotion

- Gender Neutral
- Minimal color scheme
- “Healthy”, “Vegan”, “Natural”, “Pure”
- Little advertising
  - Kentucky Derby
  - Social Media Account
  - No major print or social media ads



# Price

- Sold in variety packs and bundles

Target / Grocery / Beverages / Wine, Beer & Liquor / Malt Drinks

## White Claw Variety Pack - 12pk/12 fl oz Cans

[Shop all White Claw Hard Seltzer](#)



**\$16.99**

☆☆☆☆☆ [be the first!](#)

Quantity

1

Out of stock at  
Los Angeles USC Village

[Edit store](#)

In stock at West Hollywood  
Aisle D19

Deliver to 90089

[Edit zip code](#)

not available

[Registry/List](#)

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# Future?

- The demand may or may not continue to grow, depending on distribution plans
- Easier to keep high sales if it maintains status as a synonym for “hard seltzer”
- Market competition will increase as other brands create new products



# Citations

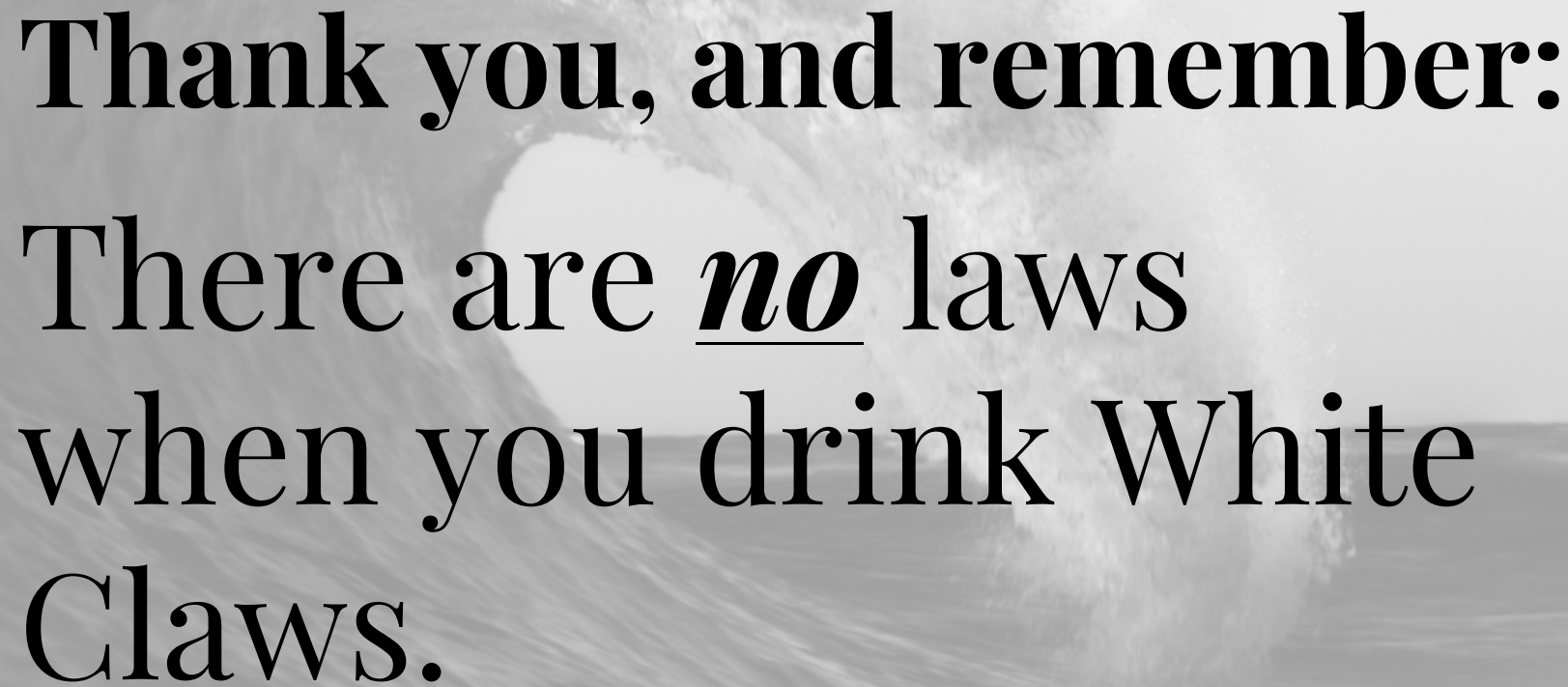
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<https://www.dailydot.com/unclick/white-claw-memes/>

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**Thank you, and remember:**  
There are *no* laws  
when you drink White  
Claws.