

## Labatt Breweries and PepsiCo introduce alcoholic 7Up in Canada

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Labatt Breweries of Canada announced the launch of a new brand in its Beyond Beer portfolio: SVNS Hard 7UP. This Canadian innovation combines alcohol with the refreshing taste of 7UP with 0g of sugar and a 7 per cent ABV per can (355 ml) and is the latest collaboration between two iconic companies.

PepsiCo Canada agreed with Labatt to create a new product within the ready-to-drink (RTD) space with the flavour of 7UP crafted to capture the attention and preference of the legal drinking age (LDA) to thirty-four-year-old consumer and deliver on an existing market gap. This innovation is rooted in the insight that there has been a 104 per cent growth rate in the RTD category in North America over the past two years<sup>1</sup> and the majority (84 per cent), of RTD drinkers are looking for brands that

don't exist in the beer space<sup>2</sup>.

SVNS Hard 7UP is leveraging an untapped space in the Canadian market by bringing together the taste of the number one lemon-lime flavour in the country<sup>3</sup> with alcohol, for a new brand introduction to the soda and seltzer category. This innovation is positioned to deliver on the consumer demand for flavourful products, with the unique market differentiator of 0g of sugar and a 7 per cent alc/vol per can (355 ml).