



Arnold Palmer Spiked Half & Half



Brand Story / History

The legendary golfer Arnold Palmer popularized this classic non-alcoholic drink back in the 1960s. To this day, it's still synonymous with a refreshing blend of half iced tea and half lemonade. Now in partnership with AriZona® Beverages, one of the leading non-alc tea companies in the U.S, an Arnold Palmer is available SPIKED with a 5% ABV.

Brand Facts

- Made with real juice and select teas
- 5% ABV
- No carbonation
- Inspired by the classic non-alcoholic Arnold Palmer beverage which has high brand awareness and a broad consumer appeal
- Partnership with AriZona® Beverages provides tea expertise and strong credentials to the hard tea segment

Brand Style:

- Style: Flavored Malt Beverage

Nutritionals – IBU

- Calories: 220 calories per 12oz; similar to Twisted Tea and other FMBs
- ABV: 5%

Sensory Information (AATMF)

- Appearance: Light amber tea hue, slightly cloudy, no bubbles
- Aroma: Real lemon and subtle herbal tea notes
- Taste: Natural half iced tea and half lemonade blend; perfectly balanced with a hint of tartness
- Mouthfeel: Smooth, easy to drink, no carbonation
- Finish: Refreshing, slightly tart lemon

SKUs

- 24oz can
- 6pk 12oz slim cans *in a fully enclosed case

COT Priority by Package

- C-stores: 24oz can
- Grocery and Liquor: 6pk 12oz slim cans
- Golf courses: 12oz slim cans