



# FLANNEL UP

WITH Authentic Northwest Craft Cider



## Crisp Apple

All natural craft apple cider with an exceptionally bright taste. With a profile that leans towards the drier side and delivers cool refreshment, Flatbed Crisp Apple Cider pairs with nearly anything that comes from the sea, farm or food cart.

Launch SRP - \$10.99

6.7% ABV



12oz. bottle



6pk. carrier



## Pear Cider

Northwest-grown pears deliver a burst of crisp, sparkling refreshment with a clean finish. Naturally sweeter than her Crisp Apple cousin (but not too sweet), Flatbed Pear Cider is the perfect choice for taming spicy foods and classing up a donut.

Launch SRP - \$10.99

6.5% ABV



12oz. bottle



6pk. carrier



# WHY FLATBED?



## Homegrown

Northwest born and bred. Flatbed is produced in the Northwest using local orchard apples.



## No Shenanigans

Our secret ingredients grow on trees. No sugar added. No color added.



## Crafty

This is craft cider. We use whole pressed apples and think farm-fresh rustic apple cider tastes better than apple candy.



## Keep Calm and Geek On

A blend of Jonagolds and Golden & Red Delicious apples, along with heirloom varieties, gives Flatbed some geek cred and real Northwest character.



## It Takes a Lot of Great Cider to Make Great Wine

The winemaking knowledge of our cidemakers shines through in our uncommonly balanced and clean style.

# COMPETITIVE SET

Seattle Cider Co. Semi-Sweet

\$10.99-\$11.99

4-pack, 16oz. cans

Two Towns Bright Cider

\$8.49-\$8.99

4-pack, 12oz. cans

Crispin Original

\$7.49-\$7.99

4-pack, 12oz. bottles

# KICK A%\$! MARKETING SUPPORT

- 1 Flatbed Truck endcap display



- 2 Apple Crate modular display



- 3 Wood Stump shelf violator

