MOLSON COORS LAUNCHES SLATE OF NON-ALCOHOLIC INNOVATIONS,
STARTING WITH HUZZAH™ PROBIOTIC SELTZER
HUZZAH™ debuts as the first of many product innovations from the company’s emerging
growth team, in partnership with beverage incubator L.A. Libations

Los Angeles, CA (September 9, 2020) – As part of its strategic entry into the non-alcoholic beverage category, Molson Coors Beverage Company announces the launch of its newest product, HUZZAH™ Probiotic Seltzer, the first non-alc innovation from the company’s emerging growth division. The brand will launch this September with the support of L.A. Libations, a next-generation beverage incubator in which Molson Coors owns a minority stake.

HUZZAH™ is a pumped-up, full-flavored seltzer with added probiotics to help support a healthy gut. The shelf-stable beverage contains 3g or less of sugar and 15 calories or less per 12oz can. HUZZAH™ will launch online and at select retailers in SoCal this month in three flavors: Strawberry & Hibiscus, Juicy Pear and Raspberry & Lemon.

“Building a strong portfolio of beverage products outside the traditional beer category to meet evolving consumer preferences is a critical part of our long-term strategy,” said Pete Marino, president of emerging growth for Molson Coors. “The coronavirus has only accelerated consumers’ desire for flavorful beverages with functional benefits and HUZZAH™ delivers in a big way. With this brand, liquid and LA Libations’ support, we are excited to see where HUZZAH™ can go.”

Molson Coors took a long-term minority stake in L.A. Libations last year as the company looks to build out its non-alcoholic beverage business through new product innovation.

“We set out to build a probiotic seltzer with feel-good energy and compelling functional benefits, hoping to leverage the fast growth happening in sparkling water and seltzers,” said Lane Goggin, portfolio manager of non-alcoholic beverages. “Retailers are already excited about this brand and eager to get it on the shelf, signaling that we have a winning proposition.”

HUZZAH!™ Probiotic Seltzer is now available nationwide at DrinkHuzzah.com and will be on the shelves at select retailers in the SoCal area soon with a suggested retail price of $2.49 per 12oz can.

To learn more about HUZZAH™ Probiotic Seltzer, please visit www.DrinkHuzzah.com, Facebook.com/DrinkHuzzah or @DrinkHuzzah on Instagram and Twitter.

ABOUT MOLSON COORS
For over two centuries Molson Coors has been brewing beverages that unite people for all of life’s moments. From Coors Light, Miller Lite, Molson Canadian, Carling, and Staropramen to Coors Banquet, Blue Moon Belgian White, Blue Moon LightSky, Vizzy, Leinenkugel’s Summer...
Shandy, Creemore Springs and more, Molson Coors produces some of the most beloved and iconic beer brands ever made. While the company’s history is rooted in beer, Molson Coors offers a modern portfolio that expands beyond the beer aisle as well.

The company’s commitment to raising industry standards and leaving a positive imprint on our employees, consumers, communities and the environment is reflected in Our Imprint and our 2025 sustainability targets. To learn more about Molson Coors Beverage Company, visit molsoncoors.com, MolsonCoorsOurImprint.com or on Twitter through @MolsonCoors.

ABOUT L.A. LIBATIONS
Founded by three best friends and beverage executives in 2009, L.A. Libations is a next generation beverage creator, incubator and accelerator. L.A. Libations has forged industry successes enjoying investment events and prized brand exits with some of the biggest beverage companies and retailers in the world such as The Coca-Cola Company, Kuerig Dr Pepper, Amazon and 7-11. As the Emerging Beverage Category Captain and a trusted advisor to many of the country’s largest retailers, L.A. Libations drives innovation in "better for you" beverage categories. L.A. Libations has provided services for established brands, such as Zico Coconut Water, Core Water and Body Armor; partnered with emerging brands like Space Shake, Limitless and Lucky Jack; and created brands such as Don’t Quit, Gloe Brands, and Arriba Chelada. In 2019 Molson Coors Beverage Company took a minority stake in L.A. Libations. To learn more about L.A. Libations, visit www.lalibations.com or on Instagram through @lalibations.