



# HOCHRIEGL BETTY SPRITZ

## Betty – the ideal match for the „on the go“ segment: eye-catching and convenient

Betty – known for her bitter as well as sweet taste but always fruity and well balanced. She will exceed your expectations.

Betty is the ideal companion for everyone who likes to combine sparkling and fruity at the same time. Our unique packaging communicating strong characters with great personalities, is an attractive alternative on the shelf.

Wine in cans is a trend that continues to grow worldwide. Some positive attributes like variety of choices, single-serve/ responsible drinking, convenient (drinking directly out of a can) shatterproof and lightweight/ easy to carry as well as chills quickly are only a few of the strong selling points.

Ideal for partying, festivals as well as on the go: railways, cruising and airlines.

Product name	Content	Vol. %	Quantity per tray	Quantity per pallet	
			Trays/ layer	Cans/ pallet	
Hochriegl Spritz Betty	0,25l	5,8%	12	240	2880

Pure enjoyment  
with ONLY 5,8% vol.

