

MS
GUIDE

Innovation 2023

**Tune in for:
Less static,
more flavor.**



**MIGHTY
SWELL**
SPIKED SELTZER

MIGHTY SWELL

SPIKED SELTZER



THE TECHNIFLAVOR™ PACK

Tune in for less static and more flavor.
Mighty Swell's Techniflavor™ variety pack delivers
three 12-ounce cans of each flavor:

BLUEPEARY **CANTALOUPE** **DRAGON** **KIWIDEW**

100 CALORIES

3g
CARBS

5%
ABV



12 PACK
VARIETY UPC:



8 54599 00746 5



From the producers who brought you
Keep it Weird®, Mighty Swell presents:

THE **TECHNIFLAVOR**™ **PACK**

Available now and
streaming in four
Highly Delicious (HD)
flavors. Starring
BLUEPEARY, an unlikely
sweet and tart duo,
CANTALOUPE, a
fizztastical fruit smash,
DRAGON, a saga for
your taste buds, and
KIWIDEW, an
unforgettable flavor
meet-cute.



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BLUEPEARY

An affluent
Pear falls hard for
a street-tart Blueberry,
forming an unlikely taste
combination. Passing up
this all-natural seltzer?
Big mistake. Huge.



CANTALOUPE

Try some! Cantaloupe
tastes like cantaloupe!
It's the most amazing,
fabulous, sensational can of
seltzer in the whole world,
and the golden ingredient is
all-natural, juicy melon.



DRAGON

In the Saga of Seltzers,
fortune flavors the bold.
All-natural Guava and
fierce Dragonfruit unite in
an epic clash against the
Army of White Cans to
claim the Aluminum Throne.



KIWIDEW

On this season of
All-Natural Spiked
Seltzers, we welcome
two new fruits to the mix:
Kiwi and Honeydew.
This meet-cute is sure
to end in "I dew!"

What ingredients are in Mighty Swell?

Mighty Swell is made of all-natural ingredients and contains 2.5% juice. That means NO artificial sweeteners, high-fructose corn syrup, sodium benzoate, artificial flavors or red dye #3.

What is Mighty Swell sweetened with?

Mighty Swell is sweetened with real fruit juice, which includes 3g of sugar.

What makes up Mighty Swell's alcohol content?

Mighty Swell's 5% alcohol by volume comes from cold-brewed sugar alcohol.

When will Techniflavor be available to purchase in store? What about online?

The Techniflavor pack will be available in February 2023 to purchase in store and online on our [online seltzer store](#).

Wait a sec... Is that a new logo?

Good eye! Mighty Swell is getting a little freshening up! Though our logo might look a little different and the packaging is a bit brighter, you can expect the same flavor-forward, all-natural spiked seltzer that you know and love.

TUNE IN FOR MORE AT [TECHNIFLAVOR.COM](https://techniflavor.com)



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RANGE 

ABOUT US



Mighty Swell Spiked Seltzer hails from Austin, Texas, where weirdness and realness unite. Wild, weird, and a bit defiant, Mighty Swell prides itself on producing innovative, bold flavors that you've never tried before. Made with all-natural ingredients, each 12-ounce can is Certified Gluten Free, OU Kosher, vegan friendly, and 100 calories with only three grams of carbs from real fruit juice.

LEARN MORE AT [MIGHTYSWELL.COM](https://mightyswell.com)



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SPIKED SELTZER