

### ### Internal Brand Insights

\*\*Brand:\*\* Tidal Peak Brewery

\*\*Product:\*\* Surf-Lite Hard Seltzer

\*\*Type:\*\* Internal Strategy Memo (Simulated)

#### #### Brand Mission

Tidal Peak exists to bring calm, conscious refreshment to modern drinkers seeking more from their buzz. We don't chase hype - we build habits. Our goal is to become the go-to for intentional indulgence: a premium, light-alcohol beverage with substance, not spectacle.

#### #### Positioning

\*\*"Soft buzz, sharp identity."\*\*

Surf-Lite is positioned as a clean-label hard seltzer for people who want light flavor, aesthetic design, and no sugar crash. Not loud. Not juvenile. Not basic. Surf-Lite is for people who've outgrown sorority-core seltzers but still want fun, functional refreshment.

#### #### Target Personality Traits

- \* Calm confidence
- \* Design-forward
- \* Quietly health-conscious
- \* Ecologically aware (but not preachy)
- \* Buzz-aware but not party-driven

#### #### Brand Promises

- \* Aluminum cans only
- \* never plastic
- \* No artificial sweeteners
- \* Subtle, elevated flavor combinations (e.g., Glacier Lime, Cucumber Drift)
- \* Always 5% ABV or lower
- \* Mindful sourcing and minimal visual noise

#### #### Key Messages

1. \*\*Design matters.\*\* Our can is a conversation starter.
2. \*\*Buzz without bloat.\*\* You can drink three and still feel good.
3. \*\*Made for the moment.\*\* Surf-Lite is golden hour in a can.
4. \*\*For grownup palates.\*\* No candy flavors, no sugar crash.
5. \*\*Your fridge's aesthetic deserves better.\*\*

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### ### Synthesized Customer Profiles

\*\*Client:\*\* Tidal Peak Brewery

## \*\*Internal Segmentation Summary (Simulated)\*\*

### #### Profile 1: The Aesthetic Weekender

\*\*Age:\*\* 28-36

\*\*Demo:\*\* Urban, mostly women, coastal cities

\*\*Psychographic:\*\* Social drinker who values clean design, sustainable brands, and "soft wellness" routines

\*\*Needs:\*\* An alcohol option that won't wreck their routine, looks good on IG, and doesn't scream "college"

\*\*Objections:\*\* Anything sweet, try-hard branding, plastic packaging

\*\*Favorite occasion:\*\* Rooftop brunches, coastal weekends, yoga-adjacent events

### #### Profile 2: The Chill Climber

\*\*Age:\*\* 30-45

\*\*Demo:\*\* Mostly men, outdoorsy, high-income

\*\*Psychographic:\*\* Values self-control, health-conscious fun, and non-mainstream brands

\*\*Needs:\*\* A post-hike drink that doesn't ruin tomorrow

\*\*Objections:\*\* Beer belly. Loud parties. Gimmicky flavors.

\*\*Favorite occasion:\*\* Post-climb cool-downs, vanlife meetups, off-grid picnics

### #### Profile 3: The Anti-Basic Explorer

\*\*Age:\*\* 24-32

\*\*Demo:\*\* Nonbinary/women-heavy, digital creative class

\*\*Psychographic:\*\* Trend-aware but resistant, finds joy in being ahead of the curve

\*\*Needs:\*\* To drink something no one else has heard of - yet

\*\*Objections:\*\* White Claw, sorority energy, overused fonts

\*\*Favorite occasion:\*\* Lakeside hangs, tiny festivals, design studio after-hours

### #### Profile 4: The Balanced Hedonist

\*\*Age:\*\* 34-48

\*\*Demo:\*\* Wellness-curious but not wellness-obsessed

\*\*Psychographic:\*\* Prioritizes pleasure but wants control

\*\*Needs:\*\* A moderate buzz with no bloat, guilt, or hangover

\*\*Objections:\*\* Cloying sweetness, fake "health halo" brands

\*\*Favorite occasion:\*\* Pool parties, casual dinner hosting, watching sunsets solo

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### ### Surf-Lite Product Reviews

\*\*Source Style:\*\* Amazon / Retailer-style Reviews

\*\*Product:\*\* Surf-Lite Hard Seltzer by Tidal Peak Brewery

\*\*Review Count:\*\* 1-200

\*\*Scraped:\*\* Simulated, April 2025

**\*\*Title:\*\* Surprisingly Chill**

Loved the light taste and zero bloat. It's the only seltzer I've had that didn't make me feel gross after two cans. Would totally bring to a picnic.

**\*\*Title:\*\* Beautiful Can, Subtle Flavor**

Packaging is a 10. Taste is closer to flavored spa water than seltzer, which works for me but might not hit for everyone.

**\*\*Title:\*\* It's Okay, Just Not Sweet Enough**

I usually drink Truly, and this was a lot drier. Didn't hate it, but it was kinda bland. Cool vibe though.

**\*\*Title:\*\* The Wellness Girlie's Party Drink**

I brought this to a yoga retreat and we all loved it. No sugar crash, felt light, and looked gorgeous in group pics. 10/10 aesthetic.

**\*\*Title:\*\* Weak Flavor**

I couldn't tell what flavor it was supposed to be. If I wanted bubbly water, I'd drink bubbly water. Pretty can tho.

**\*\*Title:\*\* Ideal for Beach Days**

Perfect light drink for warm weather. Glacier Lime is weirdly addictive. A+ on the aluminum can, it stayed cold longer than usual.

**\*\*Title:\*\* Flat and Forgettable**

There's barely any carbonation and even less taste. Tasted like nothing with a whisper of cucumber. Disappointed.

**\*\*Title:\*\* Clean and Crisp**

It's not a flavor bomb, but it feels intentionally subtle. Didn't get bloated or tired after a few. Will buy again.

**\*\*Title:\*\* Meh**

Cool packaging, boring experience. Reminds me of a candle brand trying to make beverages. Didn't finish the second one.

**\*\*Title:\*\* Smooth Buzz**

Didn't expect to feel this relaxed from a hard seltzer. Low-key but effective. My new pre-dinner drink.

**\*\*Title:\*\* Sophisticated Seltzer**

If you're over college-party vibes, this is the adult seltzer. Understated, clean branding, no sugar guilt. I'm in.

**\*\*Title:\*\* Overpriced LaCroix**

Sorry, it's just carbonated water with attitude. Looks great on a table though.

**\*\*Title:\*\* Bought for the Can, Stayed for the Experience**

The Glacier Lime and Cucumber Mist flavors are so fresh. Not sweet, not fake. My fridge will always have a few now.

**\*\*Title:\*\* Good But Not Great**

Better than White Claw, worse than Topo + vodka. Might buy again if it's on sale.

**\*\*Title:\*\* Vibe Check Passed**

From design to taste to lightness, it all works. Feels like a lifestyle drink, not just a beverage.

**\*\*Title:\*\* Undrinkable**

It left a weird aftertaste and honestly gave me a headache. Tried two flavors, dumped them both.

**\*\*Title:\*\* Minimalist Booze**

Tastes like sparkling serenity. You won't get blasted, but you'll feel better. That's the point.

**\*\*Title:\*\* Not Worth Full Price**

I liked it, but \$13.99 is steep for something that tastes like "vibes." Would only repurchase on sale.

**\*\*Title:\*\* New Favorite**

I've switched from Claw to this for all my summer hangs. Super light and leaves no gross film in your mouth. I'm obsessed.

**\*\*Title:\*\* Pretty But Pointless**

Drinks like a moodboard. Doesn't deliver anything memorable in taste. Just... there.

**\*\*Title:\*\* Refreshing, Light, Surprisingly Classy**

Sipped this by the lake and it felt like I was drinking a design magazine. Tastes like cucumber mist and mindfulness.

**\*\*Title:\*\* Just Okay**

Didn't hate it, didn't love it. I get what they're going for, but it could use more personality.

**\*\*Title:\*\* Favorite Flavor: Glacier Lime**

Unexpectedly bright. Like spa water but fizzy and flirty. Wish they made a cologne that matched it.

**\*\*Title:\*\* Drinkable, but Not Crowd-Pleaser**

Brought it to a barbecue and reactions were split. People who liked LaCroix loved it. Others went back to beer.

**\*\*Title:\*\*** Flat and Flavorless

No carbonation. No flavor. No reason to buy this again.

**\*\*Title:\*\*** Alcohol for Clean Girl Era

No hangover, no bloat, no sugar bomb. Felt low-key and stylish while drinking. It's a vibe.

**\*\*Title:\*\*** Finally a Hard Seltzer That Feels Grown

This is not for shotgunning in parking lots. It's for sipping on rooftops. Love the branding and the chill.

**\*\*Title:\*\*** Missed the Mark

Looks beautiful, tastes like flavored air. If you're into subtle, maybe. I need more punch.

**\*\*Title:\*\*** Best Branding in the Seltzer Game

It's a lifestyle brand in a can. Love the eco focus. Love the quiet confidence. A little more flavor wouldn't hurt.

**\*\*Title:\*\*** Tastes Like Intention

This isn't just alcohol. It's a statement. I felt hydrated, respected, and vaguely superior.

**\*\*Title:\*\*** Would Not Recommend

Too mild, almost flat. Might work for someone looking for alcohol-free vibes.

**\*\*Title:\*\*** Kinda Like Spa Water

It's not gross, just extremely subtle. Not enough bubbles for me, but I see why some people love it.

**\*\*Title:\*\*** Chillest Buzz

This is what you drink when you don't want to be the loudest in the room. Smooth and non-intrusive.

**\*\*Title:\*\*** Big Fan

Finally a seltzer that doesn't scream at me. It just says "you're fine." Perfect for weeknights.

**\*\*Title:\*\*** Good, Not Great

Liked the lemon flavor. Hated the grapefruit one. Wouldn't buy a full variety pack again.

**\*\*Title:\*\*** Beautiful Trash

Packaging is stunning. Contents are flavorless fizz. Waste of \$14.

**\*\*Title:\*\*** Loved It

Everything about this was calming. The design, the bubbles, the lack of sugar. Will rebuy.

**\*\*Title:\*\*** Underwhelming

Was hoping for something more exciting. It's drinkable, but didn't wow me.

**\*\*Title:\*\*** Kinda Therapeutic

Not even kidding - drinking this made me feel emotionally stable. It's the anti-party drink.

**\*\*Title:\*\*** Tastes Like Soft Lighting

Weirdest way I can describe it, but it fits. Not something I'd chug, but nice on a quiet night.

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### ### Focus Group Report – Flavor & Taste

**\*\*Product:\*\*** Surf-Lite Hard Seltzer

**\*\*Date:\*\*** Simulated April 2025

**\*\*Format:\*\*** Moderated Taste Testing (6 participants)

**\*\*Moderator:\*\*** [Simulated] Jessica Hart, Consumer Insights Lead

#### #### Moderator Prompt

"Take a few sips and tell me what you're tasting - and feeling."

**\*\*Kelsey (31, San Diego):\*\***

It's clean, light... almost too light. I'm getting cucumber mist energy. Not bad, but not bold.

**\*\*Tyler (29, Denver):\*\***

The Glacier Lime one is like spa water meets alcohol. I'd drink it again, but probably with food.

**\*\*Renee (35, Brooklyn):\*\***

I love that it doesn't taste like candy. It feels adult - like something I'd drink reading a book.

**\*\*Jay (38, Austin):\*\***

First sip was meh. But halfway in, I realized it wasn't trying to impress me. I kinda respected that.

**\*\*Mina (26, Atlanta):\*\***

Honestly, I missed the sugar. I thought it was going to be juicy, but it's like... whispering flavor.

**\*\*Carlos (41, Seattle):\*\***

This is what I want at a campsite - something that doesn't knock me out but still feels like a treat.

#### #### Observations

\* Words used: "soft," "elevated," "subtle," "calm," "design-y"

\* No strong objections, but sweetness expectations varied

\* Emotional tone: reflective, chill, slightly underwhelmed - but positive

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### ### Focus Group Report – Packaging & Brand Identity

**\*\*Product:\*\*** Surf-Lite Hard Seltzer

**\*\*Date:\*\*** Simulated April 2025

**\*\*Format:\*\*** Concept Reaction + Can Design Exposure (6 participants)

**\*\*Moderator:\*\*** [Simulated] Leo Tran, Freelance Strategist

#### #### Moderator Prompt

"What does this can design say to you? Would you pick it up? Why or why not?"

**\*\*Morgan (34, LA):\*\***

I'd pick this just for the vibe. It looks like a coffee table book in a can.

**\*\*Devon (28, Minneapolis):\*\***

It's giving Patagonia meets Glossier. Like, clean earth-core. I'd take a photo of this at brunch.

**\*\*Sasha (39, Chicago):\*\***

Looks like it should be sold at an airport design store. Minimal but expensive-feeling.

**\*\*Erin (30, Austin):\*\***

Honestly? I'd assume it's kombucha. And I mean that as a compliment.

**\*\*Chris (43, Portland):\*\***

If REI made a cocktail, this is what it'd look like. I like that it's not screaming "FUN!!!".

**\*\*Jamie (25, Philly):\*\***

I don't know if it's for me - feels like it's for someone who composts and owns nice linen.

#### #### Observations

\* Strong aesthetic pull: minimal, elevated, gender-neutral

\* Implied price perception: "premium," "looks expensive"

\* No overt alcohol branding = mixed reactions (some like the subtlety, some confused)

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### ### White Claw Product Reviews

**\*\*Source Style:\*\*** Mixed (Amazon / Social / Forum-style Commentary)

**\*\*Product:\*\*** White Claw Hard Seltzer

**\*\*Review Count:\*\*** 1-100 (of 250)

**\*\*Scraped:\*\*** Simulated, April 2025

**\*\*Title:\*\*** The OG for a Reason

Still my go-to when I don't want to think too hard. Crisp, dependable, and never too sweet.

**\*\*Title:\*\*** Good, Not Great

It's fine, but it feels like it peaked in 2020. Wish they'd innovate on flavors.

**\*\*Title:\*\*** Light and Easy

Can drink 3 and not feel gross. Flavors are subtle which I like, but not everyone will.

**\*\*Title:\*\*** Too Weak

I want a seltzer that hits harder - this one tastes like alcoholic LaCroix.

**\*\*Title:\*\*** Still Better Than Most

Even with all the new brands, White Claw has the cleanest finish IMO. It's reliable.

**\*\*Title:\*\*** Party Classic

No one complains when I show up with White Claw. Everyone drinks it. It's like the seltzer default.

**\*\*Title:\*\*** Good for Beginners

I always recommend White Claw to people who "don't like alcohol." It's soft, approachable.

**\*\*Title:\*\*** Overrated

Flavors are watery, carbonation is too strong, and it gives me weird afterburps.

**\*\*Title:\*\*** Favorite Flavor: Black Cherry

Absolute legend. Been drinking this since it launched. Still the best flavor on the market.

**\*\*Title:\*\*** Bland But Reliable

If I'm at a gas station choosing between this and beer, I still pick this. But not excited about it.

**\*\*Title:\*\*** Try Something Else

White Claw's fine, but if you've tried Surf-Lite or High Noon lately, this just tastes flat.

**\*\*Title:\*\*** Love the Low Sugar

Perfect balance - just enough flavor and buzz without the crash. I drink it when I'm watching calories.

**\*\*Title:\*\*** Not What It Used to Be

I swear they changed the formula. Mango doesn't hit like it used to.

**\*\*Title:\*\*** Good Chill Drink

I drink this when I want to socialize but not get sloppy. Just the right 5% for vibe-check mode.

**\*\*Title:\*\*** Makes Me Feel Off

I've tried multiple flavors and every time I get a weird brain fog after two.

**\*\*Title:\*\*** Minimal Hangover

Honestly, it's one of the only drinks that doesn't mess me up the next day.

**\*\*Title:\*\*** Too Carbonated

I burp constantly with this one. It's fine, but intense bubbles.

**\*\*Title:\*\*** Summer in a Can

Beach. Umbrella. Claw. That's the ritual. Been that way for years.

**\*\*Title:\*\*** White Claw = White Noise

No strong flavors, no strong opinions. It's like a placeholder drink.

**\*\*Title:\*\*** Good But Not Cool Anymore

Let's be real it's still solid, but feels like the pumpkin spice latte of seltzers.

**\*\*Title:\*\*** My Safe Choice

If I don't know what to bring to the party, I bring this. It always works.

**\*\*Title:\*\*** Clean and Crisp

I like how it doesn't overpower your palate. I can drink it with dinner and not feel like I'm drinking candy.

**\*\*Title:\*\*** Neutral AF

White Claw is the Switzerland of drinks - inoffensive, average, fine.

**\*\*Title:\*\*** Best with Citrus

Lime and lemon are my go-tos. Anything berry gets weird.

**\*\*Title:\*\*** Most Versatile

Can be casual, can be dressed up. Works for beach days or dinner parties.

**\*\*Title:\*\*** Mid Now

Used to love it, but newer brands have passed it on flavor and creativity. **\*\*[Trend Signal: Brand fatigue]\*\***

**\*\*Title:\*\*** Flat Taste

Not enough pop. Tastes like watered-down intention.

**\*\*Title:\*\*** Trusty Standby

When in doubt, grab the Claw. Not exciting but won't disappoint.

**\*\*Title:\*\*** Forever Favorite

I've tried them all and I still come back to White Claw. It's my standard.

**\*\*Title:\*\*** Not for Flavor People

If you like bold, sweet, or juicy this ain't it.

**\*\*Title:\*\*** Lightweight Friendly

Low carb, low sugar, and I can sip slowly. Perfect for brunch.

**\*\*Title:\*\*** Ruby Grapefruit = Disrespect

Who is still buying the grapefruit flavor? We need a petition.

**\*\*Title:\*\*** Refreshing and Subtle

The subtle taste is why I keep buying it. I don't want my seltzer to taste like soda.

**\*\*Title:\*\*** Fizz Overload

The fizz makes my nose burn. Every. Single. Time.

**\*\*Title:\*\*** Most Portable

Always in my beach cooler. Never leaks. Can stays cold.

**\*\*Title:\*\*** Looks Generic, Tastes Balanced

It's not flashy but it delivers. I prefer that over try-hard branding.

**\*\*Title:\*\*** Not for Me

It's giving... background noise. I'll finish it, but I'm not reaching for more.

**\*\*Title:\*\*** Feels Familiar

There's something comforting about White Claw. It's been with us since Tik Tok was cringey.

**\*\*Title:\*\*** Clean Buzz

Takes the edge off without making me stupid. 10/10 for productivity drinking. **\*\*[Behavior Tag: Controlled socializing]\*\***

**\*\*Title:\*\*** Could Use a Rebrand

The design is stale. Feels like it's stuck in 2019.

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### ### Truly Product Reviews

**\*\*Source Style:\*\*** Mixed (Amazon / Social / Forum-style Commentary)

**\*\*Product:\*\*** Truly Hard Seltzer

**\*\*Review Count:\*\*** 1-100 (of 250)

**\*\*Scraped:\*\*** Simulated, April 2025

**\*\*Title:\*\*** Sweeter Than White Claw

You can actually taste the fruit in this. I like that it's more flavorful, but it does lean a little sweet.

**\*\*Title:\*\*** My Favorite Variety Pack

Every time I get the tropical mix I feel like I'm on vacation. Big fan of Pineapple and Mango.

**\*\*Title:\*\*** Artificial Aftertaste

Some flavors are decent, but most of them leave a weird sweetener taste in my mouth.

**\*\*Title:\*\*** Feels Like a Cocktail

Honestly, this is the only hard seltzer that gives me fruity drink energy without needing mixers.

**\*\*[Trend Signal: Cocktail replacement behavior]\*\***

**\*\*Title:\*\*** Too Sugary

I'm not trying to drink a melted popsicle. This was too much.

**\*\*Title:\*\*** Some Hits, Some Misses

Wild Berry is great. Citrus Punch was weird. Lime just tastes like floor cleaner.

**\*\*Title:\*\*** So Much Flavor

Way better than White Claw in terms of taste. Not subtle - just good.

**\*\*Title:\*\*** Straight to the Drain

Tried two flavors. Couldn't finish either. Way too fake tasting.

**\*\*Title:\*\*** Packs a Punch

It feels stronger than other seltzers. Not sure if it's the sweetness or the actual ABV, but it hits quicker.

**\*\*Title:\*\*** Party Favorite

Bring this to any group event and people will be happy. Something for everyone in the pack.

**\*\*Title:\*\*** Good Buzz, Meh Taste

The high ABV packs a wallop, but I wish it didn't taste like stevia and regret.

**\*\*Title:\*\*** Best for People Who Hate Beer

I don't like beer and I'm not into wine. Truly gives me something I can drink without faking it.

**\*\*Title:\*\*** Gave Me a Headache

Not sure what's in this but I had a headache after one can. Hard pass.

**\*\*Title:\*\*** Go-To Summer Drink

I stock up every year. Especially the Lemonade pack. Tart, cold, perfect for the lake.

**\*\*Title:\*\*** Not for Sensitive Taste Buds

Way too strong on flavor for me. Feels like I'm drinking melted Skittles.

**\*\*Title:\*\*** Lemonade Line Is Elite

The Strawberry Lemonade is. Honestly better than most canned cocktails.

**\*\*Title:\*\* Better Than Expected**

I thought it'd be overly sweet, but it was drinkable. Still wouldn't binge it.

**\*\*Title:\*\* Bold, Fruity, Fun**

If you want a hard seltzer that doesn't taste like LaCroix with regrets, go Truly.

**\*\*Title:\*\* Why the Sweeteners?**

It would be amazing if they used real sugar or none at all. Stevia ruins it.

**\*\*Title:\*\* Great When Ice Cold**

It's not a room temp drink. Ice it down and it's magic.

**\*\*Title:\*\* Hit or Miss**

I like one or two flavors in the box, hate the rest. Wish you could customize.

**\*\*Title:\*\* Sweet Tooth Satisfied**

Drinking this is like dessert with a buzz. If you like sweet drinks, this one wins.

**\*\*Title:\*\* Hard to Finish a Pack**

I love one flavor, tolerate two, and always leave the last two in the fridge for weeks.

**\*\*Title:\*\* This Replaced My Wine Spritzers**

Honestly feels more efficient and way easier to chill. Packs well for camping too.

**\*\*Title:\*\* Hits Hard, Feels Good**

Tried it after a friend hyped it. Didn't disappoint. Much stronger taste than most seltzers.

**\*\*Title:\*\* Artificial Everything**

Tastes like a lab experiment. Sorry, Truly. I'm going back to Claw.

**\*\*Title:\*\* Punch Pack Is Wild**

It's loud, but it's fun. Grape Punch is basically boozy Kool-Aid. **\*\*[Behavior Tag: Flavor-maximalist appeal]\*\***

**\*\*Title:\*\* Slightly Bougie, But I'm Into It**

Feels like the drink version of your one friend who has a skincare fridge.

**\*\*Title:\*\* Packs Flavor, Not Guilt**

Still 100 calories, but way more exciting than Claw. My fridge staple.

**\*\*Title:\*\* Gave Me Flashbacks to Diet Soda**

Too much stevia. Tastes like sad Pepsi.

**\*\*Title:\*\*** Flavor Depends on Mood

If I'm craving sweet, it's perfect. If not, it's overpowering. Gotta be in the right headspace.

**\*\*Title:\*\*** Better in a Cup

I always pour this over ice and a lemon wedge. Game-changer.

**\*\*Title:\*\*** A+ for Tailgates

Durable cans, good buzz, and everyone seems to like at least one flavor. What more do you need?

**\*\*Title:\*\*** Too Sweet for Me

Girlfriend loves them, but I can't do more than one. Mango was intense.

**\*\*Title:\*\*** Not for Snobs

If you want a simple, fruity, fun drink - this is it. People overthink it.

**\*\*Title:\*\*** Lemonade Pack Is GOATed

Better than anything I've tried in this category. Wildly refreshing. **\*\*[Trend Signal: Alcoholic lemonade boom]\*\***

**\*\*Title:\*\*** Okay for Seltzer

Still prefer cider or canned margaritas, but this works in a pinch.

**\*\*Title:\*\*** Tasted Like Fake Fruit

The cherry one was brutal. Like candy medicine with bubbles.

**\*\*Title:\*\*** Good Value

More intense flavor than most and usually on sale. Works for me.

**\*\*Title:\*\*** Can't Decide

Love the buzz, hate the taste. It's confusing. I keep buying it, though.

**\*\*Title:\*\*** Cooler Essential

These are now standard for every road trip and picnic. My friends expect them.

**\*\*Title:\*\*** Not My Vibe

I get the appeal, but it's not for me. Too sweet, too strong.

**\*\*Title:\*\*** Truly Lemonade > Truly Seltzer

If you hate stevia, skip the standard pack. Lemonade is the only one I rebuy.

**\*\*Title:\*\*** Satisfies the Craving

I wanted something fizzy, fruity, and not beer. This nailed it.

**\*\*Title:\*\*** Wild Berry Is the Only One I Like  
Wish I could just buy that one and not the rest.

**\*\*Title:\*\*** It's There When I Need It  
Like an old hoodie. Not glamorous, but comforting and available.

**\*\*Title:\*\*** Fridge Staple  
It's not the \*best\* drink I've had, but it's the one I trust.

**\*\*Title:\*\*** Punches Hard, Tastes Sharp  
Don't drink more than two unless you're parked for the night.

**\*\*Title:\*\*** Sticky Sweet  
Everything about this is too extra. It's like sugar in a can.

**\*\*Title:\*\*** Packs the Buzz  
One can in and I'm already chatty. Hits different than Claw.

**\*\*Title:\*\*** Great If You're 22  
Tastes like the club. Fun but a little chaotic.

**\*\*Title:\*\*** Exactly What I Wanted  
Sweet, bubbly, and gets the job done. No complaints here.

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### ### Sales & Retailer Feedback Summary

**\*\*Product:\*\*** Surf-Lite Hard Seltzer  
**\*\*Compiled:\*\*** Simulated Q1 2025  
**\*\*Sources:\*\*** Distributor notes, buyer conversations, field sales reps

#### #### Distributor Feedback

- \* "Strong sell-in in urban metros. Coastal stores doing 2x velocity vs. inland."
- \* "Packaging attracts design-forward customers. But not recognizable yet to older demo."
- \* "Bars like the size, but often don't know how to describe the taste on menus."
- \* "Retailers asking for fridge packs - not just sleek six-packs."

#### #### Retail Buyer Comments

- \* "Looks great on shelves but needs an on-shelf explanation. People ask: 'Is this alcoholic?'"
- \* "Younger shoppers gravitate to it if they've seen it on TikTok or Reels."
- \* "Selling best when placed near Topo Chico or kombucha, not beer."
- \* "Good feedback from staff tastings - light and clean, but not always memorable."

#### #### Sales Team Observations

- \* "Our pitch works best when we emphasize 'subtle flavor, no sugar crash..'"
- \* "Customers mention sustainability more than we thought - the aluminum-only angle lands."
- \* "Repeat purchases are strongest among yoga studios and boutique groceries."
- \* "Lagging in high-volume party stores. People want sweetness or brand recognition."

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#### ### Unfiltered Social/Public Commentary

##### #### Platform: Reddit

\*\*Scraped: April 2025\*\*

Had Surf-Lite at a beach party last weekend - honestly? Pretty mid. Packaging's dope though. Lowkey the only seltzer that didn't give me a sugar crash after 3 cans. **\*\*[Behavior Tag: Endurance Drinkers]\*\*** Aluminum over plastic? Finally a brand that doesn't pretend to care. **\*\*[Trend Signal: Sustainability-as-default]\*\*** It's like White Claw if White Claw wasn't trying to be everyone's prom date. A little edge, way less sweet. Drank one while paddleboarding. Aesthetic 10/10. Taste? Eh... 6.8/10. Felt watery. If you liked the "wildflower" flavors from that dead microbrew brand, this is giving similar vibes. I only tried it because of the no-plastic campaign. Taste is fine, mission is better. **\*\*[Trend Signal: Cause-driven trial]\*\*** Honestly, \$11.99 for a six-pack is pushing it for "meh." It's not giving \*value\*.

Did anyone else feel like the branding screams 2018? Like Patagonia meets Pinterest? This is probably what rich kids at climate camp drink. I'm still into it. **\*\*[Behavior Tag: Irony-aware adopters]\*\*** Drank 3. Didn't feel drunk, didn't feel bloated. Vibes were neutral. It's a void drink. **\*\*[Trend Signal: Clean buzz/No crash culture]\*\*** Why does it look like a craft kombucha had a baby with REI? Not mad, just confused. This might be the first canned drink I've seen that \*doesn't\* feel like a soda rebrand. Tasted like cold air and plant water. Which, weirdly, is a compliment. That Glacier Lime flavor? Unhinged name. Decent finish. **\*\*[Trend Signal: Naming aesthetic friction]\*\*** It's more bubbly than Claw. Maybe too bubbly. Felt like drinking a LaCroix in a wind tunnel. Every sip felt like it was trying to say "you hike." I don't hike. Saw 4 TikToks in one day about this brand. Paid or viral? Can't tell. Didn't finish mine. It's like someone carbonated pond water and gave it a vibe.

I'd drink it again. Not for the taste - for the can. IYKYK. What is the actual target demo here? Eco surfers with a Pinterest board? I don't usually like hard seltzers but this one felt more... adult? Less sorority-core. **\*\*[Behavior Tag: Anti-basic identity seekers]\*\*** It's fine. You'll forget it after the second sip. Still better than Claw's mango. Kind of amazing how it tastes like nothing but \*feels\* expensive. Everything about this drink says I compost but own a Peloton. Reminds me of when beer brands tried to do "wellness." Not mad at it though. It's not good, it's not bad it's a personality test in a can. I'd serve it at a pool party. But I wouldn't ask where it came from. Is "Glacier Lime" supposed to taste like mouthwash or spa water? Drank one at golden hour and suddenly liked it more. **\*\*[Behavior Tag: Environmental context dependency]\*\*** This is what I imagine AI thinks a drink should be.

I see the vision. Eco, soft adventure, microdose energy. It's a niche. \*\*[Trend Signal: Adventure-core energy packaging]\*\* Can confirm: no hangover after 4. Bless the 5% and vibes. It's everywhere now. Weird how fast this hit the IG recs. None of the flavors stood out. I kept sipping hoping it'd show up. I drank one. I vibed. I forgot. The dream? If you added a mint leaf, this could be the next influencer wellness drink. Tastes bougie. Costs bougie. Waiting for the Costco knockoff. Had it with fish tacos. Unexpectedly solid pairing. Honestly, I'd rebrand the whole thing around calm. The name Surf-Lite undersells it. Not the worst new launch. Not the best. But the first that didn't copy Claw. It's for the people who used to drink kombucha but got bored. I'll drink anything if the can looks like REI merch. No aftertaste. No weird burps. Honestly a win.

This would slap at a chill rooftop hang, not a rave. Someone said "millennial Patagonia energy" and now I can't unsee it. More brand than beverage. Still bought 3. My shame is aesthetic. It's fine. But it made me think about soft masculinity and seafoam. Honestly? Would pair this with a linen shirt and an apology.

#### Platform: TikTok

\*\*Scraped: April 2025\*\*

Tastes like hydration and heartbreak. I'm not mad at it. I only bought it because the can looked like my Pinterest board. \*\*[Behavior Tag: Aesthetic-driven trial]\*\* Not me feeling emotionally supported by a beverage. This feels like what a dating app ad would taste like. No shade, but it gave "eco-rebrand for bros."

I thought it was LaCroix until I stood up. \*\*[Trend Signal: Clean buzz microdosing]\*\* Cracked one after Pilates and felt like I was better than everyone. Tried Surf-Lite, now I'm thinking about coastal property tax. If you drink this on a hike you ascend a new level of wellness. Mid flavor, high vibe. It's a filter in a can. Genuinely thought this was a new Glossier drop. Reminds me of that phase where everyone went sober-lite. It's giving Airbnb host energy. If I saw someone drinking this barefoot, I'd trust them. Was not ready for how quiet the flavor was. It's like whisper-alcohol. Can design said "I read Kinfolk and compost," but the flavor said "tap water." Honestly, this is cottagecore for people who own Patagonia.

This is what I imagine a skincare brand's in-house cocktail would be. \*\*[Trend Signal: Cross-category aesthetic branding]\*\* Sipped this and suddenly wanted to post a breathwork carousel. Everyone in the comments acting like this isn't just carbonated spa water. This is what I wanted kombucha to be. They should market it as pre-regret. Like, you already know your night will be chill. Made me feel like the kind of person who gets up early on Sundays. Imagine drinking vibes. That's what this is. Not bad, but felt like I was sipping on brand values. This is a drink for people who own canvas totes and have favorite fonts. Bro why is this drink emotionally beige. Literally no notes... but also no taste. Gives "influencer retreat in Big Sur" energy. Allergic to fake sweeteners so this is the first one I've finished.

Took one sip and started describing sunsets with adjectives I've never used. My inner earth sign felt held. Let's be honest: this is what aloe water would drink if it partied. Not me romanticizing my life with a \$3.99 can. This is drinkable self-care. Would I buy it again? Only if I'm wearing linen. Felt like I was microdosing a lifestyle. The carbonation is feral. Like, aggressively serene. I'm convinced this drink wears Eileen Fisher. They say "lite" but they mean emotionally unavailable. Sober-curious besties are gonna eat this up. \*\*[Trend Signal: Wellness-adjacent alcohol rituals]\*\* Kind of a cultural reset. Kind of just fizzy water.

Okay but who let REI design a drink? This is what happens when branding majors get funding. If my therapist drank, this would be her go-to. One sip = clean girl TikTok + a spiritual awakening. Lemon flavor was giving "hand soap," but in a familiar way. Honestly just here for the aluminum vibe. Feels expensive. I don't drink things. I drink aesthetics. \*\*[Behavior Tag: Aesthetic-maximizing mindset]\*\* Not a drink. A personality alignment tool. Honestly? It's a can of boundaries and emotional regulation. I would sip this while ignoring texts. 10/10.

#### Platform: YouTube

\*\*Scraped: April 2025\*\*

I thought this was going to slap. It politely nodded instead. Better than Truly, worse than water, but somehow still right. Flavor was mild. Vibe was maximal. If REI made a non-threatening IPA, this would be it. Honestly feels like a beverage designed by a UX team. This isn't a drink. It's a soft launch of who I wish I was. Taste? Meh. Can design? Yes. \*\*[Behavior Tag: Packaging-first engagement]\*\* Tastes like someone described flavor from across the room. Does it even have alcohol? My mom would love this. Felt like a brand that read the trend report too closely. This is for people who own houseplants and won't shut up about it. I don't drink to get drunk. I drink to feel slightly superior. \*\*[Trend Signal: Subtle intoxication culture]\*\*

Can we talk about how it tastes like filtered self-esteem? It's okay. But it made me want to clean my apartment and journal. Kinda wish it leaned into weirdness more. Too safe. Bought this on vibes and aluminum. Stayed for the weird aftertaste. This is a drink for emotionally repressed creatives. Zero sugar, zero flavor, 100% alignment with my values. Felt like sipping an Instagram ad. I want to hate this, but it feels too curated. We get it. You're eco. Chill. Tastes like a minimalism tutorial. I'd serve this at a pop-up bookstore launch. The aftertaste was like "do better." This is what oat milk thinks it is.

Honestly, I felt hydrated but also seen. Not great, not bad - the Switzerland of beverages. I drank this and started thinking in moodboard. Tastes like filtered light and generational anxiety. Look, it wasn't delicious, but it fit the outfit. Someone make a parody ad already. Genuinely enjoyed it. But I'm not telling my group chat. Perfect for people who say they "don't usually drink." Is this for hiking? Because I want to drink it in a loft. Probably pairs best with ambient music and neutral lighting. I took a sip and started organizing my Dropbox. Honestly? Kind of a beverage for boundary-havers. Tastes like a Pinterest board in a fog bank.

Why does it feel like this drink does yoga? Too neutral to love. Too pretty to hate. Can had more charisma than the liquid inside. Made me want to write copy for a skincare brand. Best enjoyed

with anxiety and optimism. You're not supposed to love it. You're supposed to \*align\* with it. This beverage has more branding than flavor. Reminds me of when Apple made cologne. Would sip again. Preferably with a sweater and emotional distance.

##### Platform: X (Twitter)

\*\*Scraped: April 2025\*\*

surf-lite is what happens when a recycling PSA becomes a beverage. this drink tastes like if email templates had emotions. hard seltzer for people who schedule sunrise journaling sessions. not bad. but it made me feel like i should be carrying a canvas tote. surf-lite is giving post-vibe clarity. no buzz, just intention. ok but why does this seltzer taste like silence? cracked one and immediately started craving macrobiotic snacks. tastes like oat milk's cooler, more grounded cousin. \*\*[Trend Signal: Wellness-adjacent brand overlap]\*\* drinking this made me want to light palo santo and reevaluate my budget. surf-lite isn't a flavor. it's a feeling. and that feeling is: lowercase. can design said "sustainable." flavor said "soft ghost." this is a drink for people who wear muted green and listen to Bon Iver. just realized this pairs best with a linen jumpsuit and regret.

surf-lite is actually a vibe cleanser disguised as alcohol. the first sip felt like a whisper telling me to take up ceramics. a drink you sip while looking out the window and questioning late capitalism. surf-lite really said "what if alcohol had no edges?" this is for people who want to feel hydrated \*and\* morally aligned. \*\*[Behavior Tag: Virtue-signal seekers]\*\* drinking this is like making peace with your ex. i don't taste much, but i feel like i journal better now. the strawberry sage one tastes like a poem about restraint. surf-lite is the drink equivalent of turning off push notifications. i would sip this while writing a newsletter about slow living. you know that feeling when your therapist texts back? that's surf-lite. nothing about this is strong. and that's what makes it strong. surf-lite has soft launch energy.

this drink said: "what if buzzed but safe?" doesn't punch. doesn't pop. it politely suggests. this seltzer came with built-in emotional distance. surf-lite = alcohol for the post-alcohol generation. \*\*[Trend Signal: Functional vice positioning]\*\* this is what digital detox tastes like. sipping this made me want to delete half my calendar. can we talk about the way this can makes me feel curated? there is absolutely no reason i like this. and yet. surf-lite tastes like slow content. drank this and suddenly stopped checking my phone. i'm either very hydrated or emotionally repressed. every sip whispered "you should text your mom."

this is a pre-drink for the friend who plans the friend vacation. surf-lite is best served with silence and self-compassion. i'd pair this with a \$78 hoodie and unspoken trauma. new seltzer just dropped. it's giving restrained chaos. this isn't a party drink. it's a "clean your desktop" drink. the lemon one is just \*lemon\* in a therapy session. a seltzer designed by someone who's seen the ocean once, reflectively. you don't drink this to turn up. you drink this to turn inward. tastes like someone whispered a LaCroix into a driftwood microphone. surf-lite: for the people who talk about quitting caffeine. i don't know if i liked it, but i do feel recalibrated.

##### Platform: Twitch

**\*\*Scraped: April 2025\*\***

yo this surf-lite got me sipping between rounds like it's hydration DLC. just cracked one midstream - feels like i'm sponsored by quiet luxury. ngl this tastes like a brand that journals. surf-lite is not a flavor it's a philosophy. this the kind of drink that changes your DPI settings. bruh it's like emotional support seltzer. **\*\*[Trend Signal: Comfort-as-utility]\*\*** can had no right to look that aesthetic in 1080p. was expecting buzz, got clarity. weirdly not mad about it. chat said i looked more zen after one can. lmao. this drink hits different when you're soft-tilted. it's like my GPU cooled down and so did my anxiety. surf-lite is the anti-monster energy.

**\*\*[Trend Signal: Soft energy drinks]\*\*** lowkey it's a vibe but i still want a shot of tequila. flavor's mid but the branding said "self-awareness." would drink again if i had to interview for an NFT job. feels like a lo-fi playlist in liquid form. drinking this and i feel like my KD is morally aligned. surf-lite is what happens when brands meditate. not enough fizz for me but i do feel like journaling. just said "cheers" to myself drinking this on cam. help. surf-lite: for when you're gaming but emotionally in a hammock. someone in chat said it tastes like intention. what even is that? i'd drink this in a montage about personal growth. flavor's like ctrl+z for your social battery.

this isn't a hype drink. it's a heal-from-hype drink. i unmuted and the first thing i said was "i taste aluminum calm." sip this and suddenly you understand your enneagram. reminds me of when i tried yoga and actually liked it. surf-lite is the "that's enough internet for today" beverage. drank one and my stream overlays got more minimalist. surf-lite isn't just a drink. it's a scene change. it's giving "rebranding from chaos." if cottagecore was carbonated. this isn't for pre-gaming. this is for pre-processing. why do i feel like this drink wants me to read more? this could be sold in the self-care aisle and no one would question it. surf-lite is what you sip when you can't handle another hot take.

it's a post-battle cooldown drink. honestly wish it tasted stronger but maybe that's the point. i'm not drunk. i'm emotionally diffused. chat just asked if i was sipping holy water. it's surf-lite. mid flavor, max identity alignment. surf-lite is a soft reset with bubbles. this is the anti-clutch beverage. drank this and forgot what urgency feels like. **\*\*[Behavior Tag: Pace disruptor]\*\*** streaming this drink review is making me reflect on my browser tabs. surf-lite tastes like a TED talk in a foggy forest. i feel like this drink goes to therapy and tells you about it. final verdict: would sip again. ideally off-cam, with intent.