



# The Journey of a Hard Seltzer

## START: The Base

The backbone of any hard seltzer is its alcohol. True hard seltzers use a base of fermented sugar or fruit juice which is brewed, similar to beer, to achieve a high concentration of alcohol.



## Sugar

As part of the fermentation process, all residual sugar is converted to alcohol by yeast, leaving no residual sugar in the resulting alcohol (the base). This is the reason all Sundays Hard Seltzers contain zero grams of sugar.



## Neutrality

As hard seltzers are primarily composed of water and only lightly flavored, it is essential that the alcoholic base is as neutral (lacking taste and smell) as possible, in order to not overpower the final product. Sundays Hard Seltzer uses a very neutral base that keeps the final product light and refreshing.

## Flavoring

Sundays Hard Seltzer uses only premium natural flavors and extracts in its hard seltzer products. These flavors come from real fruits that are highly concentrated, so very little is required for production.



## Water

Switzerland is lucky enough to have some of the world's best water, and Sundays uses only the freshest alpine water in its hard seltzers.



## Production

Sundays Hard Seltzer is produced in Switzerland, whereby the alcoholic base, water and natural flavors are precisely mixed according to proprietary recipes which were developed based on significant market research.

## Carbonation

Once mixed, carbon dioxide is added to the product to create the desired level of carbonation. Finding the perfect balance of bubble strength and size is the key to crafting a highly drinkable product.

## FINISH: Pasteurization

The final step in the production process is pasteurization, whereby the sealed containers of hard seltzer are flashed heated in order to ensure a shelf-life of a year or longer. Sundays Hard Seltzers are flash heated to approximately 70 degrees celsius, allowing them to stay naturally fresh without the use of preservatives.

