Adweek Podcast: Is Hard Seltzer Here to Stay?

The alcohol industry has undergone a lot of change over the past few years. From established beer brands that now pull in most of their revenue from hard seltzer sales to the rise of a huge swath of flavored malt beverages and ready-to-drink cocktails (and even NFTs), it’s hard to keep up with an industry moving at such a rapid pace.

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