

Cape Line Sparkling Cocktails

THE PROPOSITION

Cape Line Sparkling Cocktails is a NEW line of delicious beverages available in crowd-pleasing flavors including: Hard Strawberry Lemonade, Margarita, and Blackberry Mojito. Combining a **sparkling** effervesce with familiar **cocktails**, these refreshing drinks offer ½ the calories and sugar of leading FMBs at 4.5% ABV. Finally, a drink that offers all the flavor without the compromise.

CONSUMER TARGET

Mixed gender 25-34 total alcohol drinkers seeking better for you choices in social occasions

ACTIVATION SUPPORT

+\$25M in media and marketing to drive TV, Digital, Social, OOH, Print, & Sampling
Cape Line will **reach 96% of 21-34 Adults** 22 times over the campaign
Breakthrough **national partnerships** and event sponsorship to drive Trial at scale
Generous incentives in April (distribution) and May / June (display)
National rebates to inspire early Consumer purchase

SKU LINEUP

12oz Slim Can **6 pk** Hard Strawberry Lemonade

12oz Slim Can **6 pk** Variety Pack (3 flavors)

12oz Slim Can **12 pk** Variety Pack (3 flavors)

PRICE: at parity to Seltzers.

PLACEMENT: between FMBs & Seltzers / Better For You section



100% FLAVOR 0% COMPROMISE

- ★ 6 Simple Ingredients
- ★ Just 120 Calories
- ★ Nothing Artificial
- ★ Gluten Free





Hard Strawberry Lemonade AATMF

Appearance: An inviting strawberry rose color, with a slight haze and capped with a thin layer of bubbly foam

Aroma: Moderate aroma of freshly sliced strawberries up front, followed closely by the bright, citrusy notes of lemon zest

Taste: A slight sweetness is delicately balanced by a hint of citrus tartness, similar to fresh squeezed lemonade

Mouthfeel: Sparkling effervescence adds to the light body and delicate mouthfeel

Finish: Refreshingly clean, with a subtle citrus aftertaste



Margarita AATMF

Appearance: Natural lime juice, opaque with a slight haze and a thin layer of bubbles

Aroma: Moderate aroma of freshly squeezed lime juice blended with the essence of tequila and a hint of lime zest

Taste: Slight agave sweetness balanced by hint of lime acidity

Mouthfeel: A brisk, sparkling effervescence amplifies the light body and delicate mouthfeel

Finish: Bright and refreshingly clean



Blackberry Mojito AATMF

Appearance: Natural blackberry juice color, hazy in appearance with a thin layer of bubbles

Aroma: Notes of freshly muddled mint, highlighted by aromas of freshly picked blackberries and zested lime

Taste: Juicy, ripe blackberry sweetness melds with a hint of fresh berry tartness and underlying notes of refreshing mint

Mouthfeel: Sparkling effervescence enhances the light body and delicate mouthfeel

Finish: Refreshingly clean, with a cooling mint finish