



# RITAS LAUNCHES FLAVORS OF THE TROPICS VARIETY PACK REFRESH

We are excited to announce the launch of our new Flavors of the Tropics Summer Variety Pack 12pk/12oz bottles, featuring Lime, Mango, Coconut and our summer seasonal Passionfruit! With an STR of 2/25/2019 – 8/18/2019 this pack is the perfect mix of fruity tropical flavor to take drinkers to paradise no matter where they are this summer!

This pack is pivotal to protecting RITAS base and capturing our fair share of the FMB segment in 2019. In the FMB, variety packs are strong tools to capture incremental displays and drive volume. RITAS summer variety pack has proven this, having the highest ROS in the RITAS family since its launch<sup>1</sup> and being one of the top 10 performing new product launches in FMB in summer of 2018<sup>2</sup>. With 32% of FMB consumers being exclusive to glass<sup>3</sup>, -- this is a critical pack to drive trial and recruit new consumers to RITAS. Our 2019 pack brings an exciting flavor lineup with an exclusive 12oz glass Coco-Nut-Rita, summer seasonal Passion-Fruit-Rita and fan favorites of Lime-A-Rita and Mang-O-Rita.

RITAS is making Flavors of Tropics the focal point of the summer, featuring it in all T2 TV, Digital and Social summer communications. As part of programming in the Large Format, consumers will also be offered the opportunity to win a Spotify subscription to keep the party going all summer long, stay tuned for more details. RITAS Flavors of the Tropics mix of fruity flavor is the perfect pack for consumers to share during all of their summer parties.



## SKUS/PACK TYPES

12pk/12oz glass bottles

## STR DATES

2/25/2019 – 8/18/2019

## TARGET CONSUMER

Fun and social women looking to enjoy a flavorful drink during party occasions

## PRICING STRATEGY

Recommended at parity to Mike's Party Pack

## MARKETING AND MEDIA SPEND

Flavors of the Tropics Variety Pack will be featured in summer digital/social campaigns

## FORECAST DETAILS

Forecasting starts 12/3/2018

## SHELF PLACEMENT AND DISPLAY ADJACENCIES

Specialty/Flavored Alcohol Beverage section: outside of core beer shelf

1. IR Total US MULC Avg Volume per store Selling RITAS Family YTD ending 10/7/2018

2. IR Total US MULC Volume Sales Total FMB new products launched YTD ending 10/7/2018

3. Ipsos shopper poll

ENJOY RESPONSIBLY

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