

Seagram's escapes® NAVY PEAR

★ 🍏 ★ LIMITED EDITION ★ 🍏 ★



FLAVOR STORY & INSPIRATION

Inspired by the iconic Chicago shoreline to create relevance to the Chicago consumer

THE RIGHT BRAND

- Seagram's Escapes is the #7 PAB brand in the U.S. growing for 9 consecutive years
- Flavor is the #1 driver of purchase & Seagram's Escapes is the brand best known for a wide variety of delicious, great-tasting flavors
- 70% of female FMB consumers associate Seagram's with having delicious taste, significantly higher than competition
- 88% of FMB consumers are interested in trying new flavors
- Almost 80% of FMB consumers try more than 1 flavor per occasion

REASONS TO BELIEVE

- Seagram's Escapes is the #1 Best Selling FMB in Chicago and +9.1% vs. YA
- Seagram's Escapes works hard on Display:
 - Higher volume lift than the FMB segment (36% vs. 24%)
 - Highest velocity on display
- 86% of FMB consumers are interested in trying new flavors

Source 1: Nielsen NBRBERPI AOD, Chicago Food, FMB Brand Franchises, 52 WE 8/4/18, EQ, EQ % CYA, EQ on Any Disp, TDP on any Display, % EQ Lift on Display

Source 2: Ipsos Brand Health Tracker, Total US, P6M FMB Consumers, Q31 – Rate your level of interest in trying new flavors of coolers and flavored malt beverages.

Source: Nielsen AOD TTL US XAOC EQ Vol. EQ % CYA FMB/Coolers, latest 52 weeks ending 7.7.18. Ipsos Brand Tracking Study, P6M PAB Consumers, 2017, Q30 & Q32

LAUNCH DETAILS

SKU	6/4pk 11.2oz BTL
FIRST SHIP	February 2019
DISTRIBUTION	IL, MD and DC
PRICING	Line-priced with existing Escapes 4pks Target PTC \$4.49-\$4.99
CASE DIMS	15"L x 10.5"W x 8.75"H
CASE WEIGHT	28.57 lbs
PALLET CONFIGURATION	12 cases per layer x 6 layers per pallet = 72 cases per pallet
PALLET WEIGHT	2,057 lbs



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Please enjoy our flavored malt beverages responsibly.
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