






RED, WHITE & BOOM



Launch Details

SKU:	6pk, 11.2oz BTL Variety Pack
Flavors:	(3) flavors, (2) of each: Strawberry Daiquiri, Classic Lime Margarita*, and Blueberry Acai Lemonade
First Ship:	5/1/2019
Availability:	5/1/2019- Labor Day 2019
Distribution:	National
Pricing:	Suggested PTC: 100 index to Smirnoff Red, White & Berry 6pks
Case Dimensions:	L: 15.750in. x W: 10.750in. x H: 8.750in.
Case Weight:	33 lbs
Pallet Configuration:	9 units/layer x 8 layers/pallet = 72 units/pallet
Pallet Weight:	2,376 lbs
UPCs:	 0 70310 01598 8 RW&B 6 Pack  0 70310 01599 5 RW&B 6 Pack  0 80432 80253 3 SD 11.2oz BTL  0 70310 01600 8 CLM 11.2oz BTL  0 70310 01478 3 BAL 11.2oz BTL

*Special Edition Color

Red, White & BOOM 6 Pack

Introducing a NEW summer LTO package featuring Americana-themed graphics & flavor assortment to drive sampling & impulse purchase during Seagram's Escapes #1 selling season

Reasons to Believe



Seagram's Escapes Americana displays increase consumer purchases by 1.45% against the total industry



Red, White & BOOM's occasion relevant graphics speak to summer



Flavor is the #1 driver of FMB purchase & Seagram's Escapes is the brand best known for a wide variety of flavors



Red, White & BOOM features 3 different flavors, compared to other 1 flavor patriotic FMBs

Sources: Nielsen AOD, TTL US All Outlets Combined, TTL Beer, FMB & Ciders FMBs, Seagram's Escapes Variety 12pks, % EQ Lift on Any Display, 52 WE 8/18/18, Memorial Day 2 w/e 6/2/18, w/e 5/12/18, latest 13 w/e 8/18/18, 2 w/e 2/17/18, Ipsos Brand Tracking Study, Total US, P6M FMB Consumers