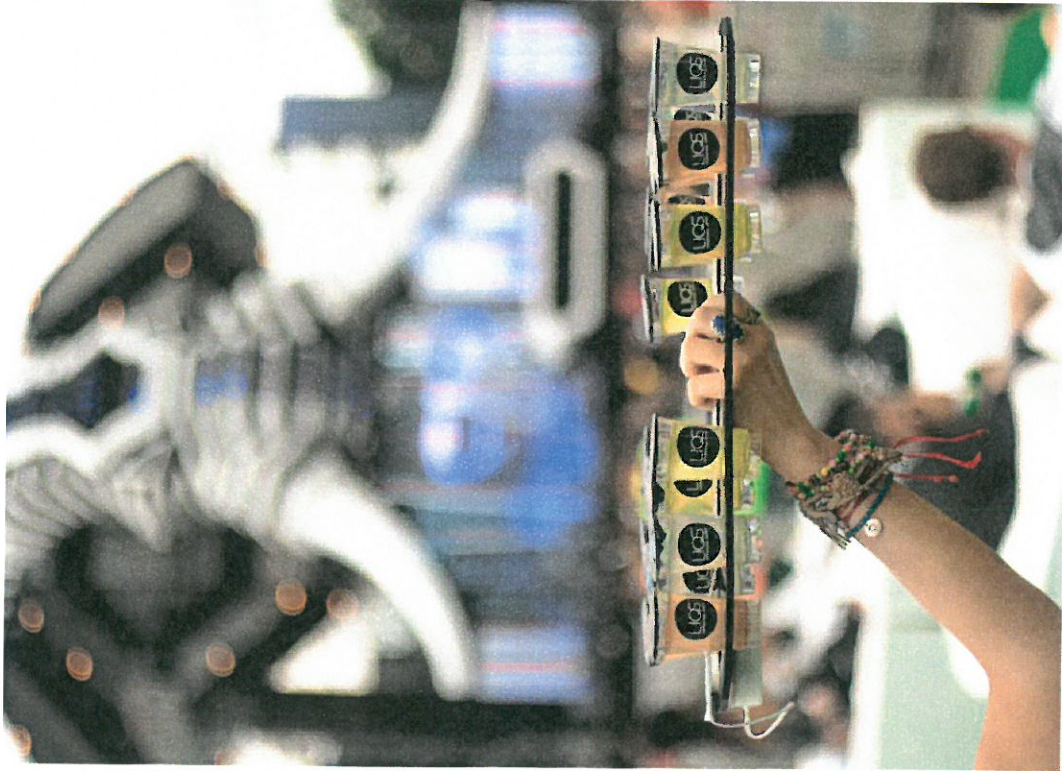


**LIGS**  
COCKTAIL SHOT

OVER  
**1,000,000**



— **SOLD** —



THE CATEGORY

# READY TO DRINK

"RTD cocktails appeal to the busy lifestyle of many consumers, who recoil from the extra chore of having to buy all the ingredients to make a cocktail at home—especially when they're entertaining a group of friends".

The fact that RTD cocktails "don't require preparation" was the top response from consumers (44 percent) who were asked in the Mintel survey why they choose an RTD cocktail over other types of alcohol beverages. **"The RTD cocktail is, after all, the perfect quick solution—just chill, open, and pour".**

"The convenience of RTD cocktails is also a hit with venues, from the biggest of stadiums to the smallest of restaurants, as well as with hotels and airlines. **The new, high-quality RTD cocktails are proving to be a turnkey product that saves time and money."**

