



ABSOLUT VODKA SODAS ARE NOW READY TO DRINK

FLAVORS: GRAPEFRUIT & ROSEMARY, LIME & CUCUMBER, RASPBERRY & LEMONGRASS
ON SHELF MAY 2020

97 CALORIES
0 CARBS

WHAT

- Original Absolut Vodka and carbonated water are infused with natural flavors from "better for me" ingredients: rosemary, cucumber, and lemongrass
- Only 97 Calories per can with no added sugar and 0g carbs
- A sparkling beverage with a light and refreshing taste, best enjoyed chilled

WHO

- Health-conscious Millennials (LDA to 35 years old)
- Convenience seekers (category agnostic) that are looking for something that they can enjoy at anytime - outdoors at an event or at home with friends¹

WHY

- Alcohol-based RTDs are growing faster in the off-trade than beer, still wine, cider and spirits²
- Shoppers are health conscious and will not compromise on quality
- Most spirit-based RTDs do not use a premium vodka in their recipe
- A proven recruitment tool- 90% of consumers who purchased Malibu RTDs were new to Malibu, and 16% followed up with a spirit bottle purchase³



RSP: \$14.99 / 4 PACK
PROMO PRICE: \$9.99
In line with Cutwater

75,000
CASES
YEAR 1

SAMPLES
AVAILABLE
DECEMBER

ALL PACKAGING AND CREATIVE FPO

1. Miniel RTD Alcoholic Beverages US December 2018

2. Nielsen. How newer ready-to-drink beverages and packages are shaking up the adult beverage market, May 2019.

3. Nielsen panel data study 2016