

PRAIRIE

— SPARKLING —
CRAFT COCKTAILS
CERTIFIED ORGANIC



Introducing Ready to Enjoy Prairie Organic Sparkling Craft Cocktails

Why an Organic Craft Cocktail?

Category
Popularity

40%
of consumers
drink RTD cans

High-Growth
Segment

171% RTD cans
85% FMBs

Craft
Opportunity

41%
of RTD can Drinkers want
craft / local ingredients

Organic Sparkling Craft Cocktails

WITH

Natural, Refreshing Flavors

Spirit Based: Prairie Organic Vodka & Gin

120 Calories / 5% Alc./Vol. / 4 can packs



ENJOY IN MODERATION 21+ Only ©Prairie Organic Spirits, Vodka Specialty 5% alc./vol. Produced and bottled by Prairie Organic Spirits, Auburndale, FL, USA
WILSON TUCKER US \$2 WEEKLY SALES: 10-0-18

Notes, Specs and sig/07/16 Market RTD Alcohol Beverage - December 2018



GRAPEFRUIT

This organic sparkling craft cocktail is made with Prairie Organic Vodka and has a crisp and clean citrus flavor that is refreshing and balanced – not too sweet or sour. Just right.

Grapefruit is one of the top FMB/RTD can flavors and is currently growing +55%.



CUCUMBER LEMONADE

This organic sparkling craft cocktail is made with Prairie Organic Vodka and natural cucumber flavors. This is the perfect complement to fresh organic lemonade creating a subtle sweetness and clean finish that results in a one-of-a-kind refreshing taste.

Cucumber flavored FMBs/RTD cans are growing in popularity and is up +84%.



BOOTLEG

This organic sparkling craft cocktail is made with Prairie Organic Gin and brings a trifecta of savory mint, crisp lime and slight sweetness in every sip that originates from the days of Prohibition.

Since the Bootleg is the official cocktail of Minnesota (with Minnesota Country Clubs still debating who was the first to introduce this deliciously citrus combination) we're excited to introduce the rest of the country to this Midwestern favorite in a can.



LOVE PRAIRIE SPARKLING COCKTAILS? Now let's save you \$5



Offer good on
ALL PRAIRIE VODKAS, GINS
750ml or larger &
4 PACK SPARKLING COCKTAILS



Text PRAIRIE to 64827

Users text in the code work to the assigned offer number and are sent a link.



Submit Your Receipt & Select Paypal or Venmo

Once they land on the offer page, they'll be age gated then, if of legal drinking age, prompted to submit a picture of their receipt to validate their purchase. From there, they will select either Paypal or Venmo for offer redemption.



Offer Redeemed

Once the submission is received and reviewed, users will receive their credit.