

PINK WHITNEY

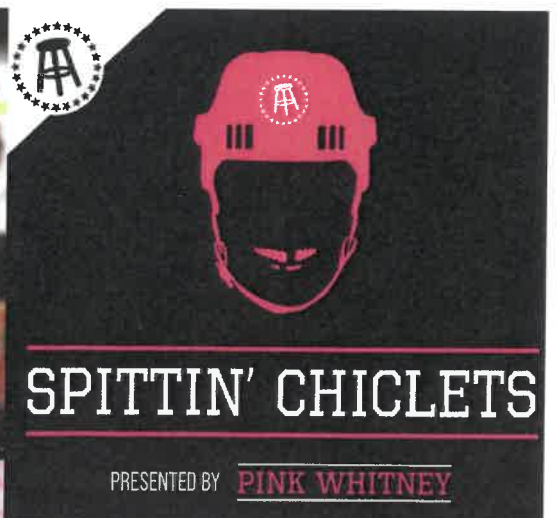
BY NEW AMSTERDAM VODKA



The Pink Whitney was 'born' on October 1, 2018 (Episode 112 at 3m 15s spot in link) of Spittin' Chiclets on New Amsterdam Vodka's first episode as the presenting sponsor.

Co-host and former NHL standout Ryan Whitney said his favorite drink was **New Amsterdam Vodka & Pink Lemonade.**

The term 'Pink Whitney' resonated with consumers as they began tagging New Amsterdam & Spittin' Chiclets in thousands of social media posts. We knew what had to be done and launched Pink Whitney, a pink lemonade-flavored New Amsterdam Vodka in Fall 2019.



PINK WHITNEY

BY NEW AMSTERDAM VODKA

PINK WHITNEY IS ON FIRE!

PINK WHITNEY IS
THE LEADER IN
FLAVORED VODKA

#1

FLAVORED VODKA,
2x LARGER THAN THE LEADING
COMPETITIVE FLAVORED VODKA¹

PINK WHITNEY IS
ATTRACTING NEW
BUYERS TO VODKA

34%

OF PINK WHITNEY PURCHASERS
ARE NEW TO THE VODKA CATEGORY²

PINK WHITNEY IS
DRIVING SPIRITS
CATEGORY GROWTH

#5

VOLUME GROWTH ITEM IN THE
TOTAL SPIRITS CATEGORY³

PINK WHITNEY ISN'T JUST THE LEADING FLAVORED VODKA, IT'S THE NEXT BIG SHOT BRAND



Pink Whitney has already surpassed Jagermeister
and is now the **#2 SHOT BRAND**⁴



Multi-Million dollar **TAKE YOUR SHOT** campaign
will drive Pink Whitney as a shot brand



New **small sizes** & expanded merchandising will open
new opportunities to **drive trial & the shot occasion**



Spittin Chiclets sponsorship & Barstool Partnership
will deliver **100MM Impressions*** and drive pre-sold
customers in store for purchase



1. IRI - Total US MULO + Liquor + Conv. Flavored Vodka, 52 weeks ending 5-16-21, Dollar Sales & Volume Sales
2. Catalina Shopper Data 52 weeks ending 5-4-21
3. IRI - Total US MULO + Liquor + Conv. Total Spirits, 52 weeks ending 5-16-21, Volume Sales, Volume Sales Chg vs YA
4. IRI - Total US MULO + Liquor + Conv. Volume Sales, 4wks ending 5-16-21, Pink Whitney % of Jager in 9L cases (750ml only)

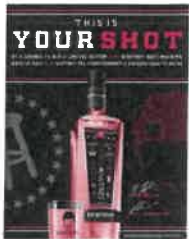
PINK WHITNEY

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PINK WHITNEY

TAKE YOUR SHOT **AUGUST 2021**

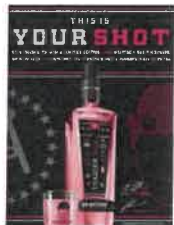
PINK WHITNEY WILL WIN BIG WITH THE BARSTOOL PARTNERSHIP, MASSIVE MEDIA CAMPAIGN & STANDOUT POS



Poster



Carton Rider



Case Talker



Cold Box Acetate



Corrugate Bin



Mini-Mass

LEVERAGE SMALL SIZES TO REINFORCE THE SHOT OPPORTUNITY



50mL Bin



Corrugate counter unit



Acrylic counter unit

PINK WHITNEY STANDARDS OF PERFORMANCE - RETAIL

Distribution



- 100% distribution of 80pf
- Focus on I-Hub and strong Barstool Markets

Shelf



- Place Pink Whitney underneath 80 proof
- The new placement of Pink Whitney serves as an anchor bookend for the NAV flavors. We'll want an over/under adjacency with NAV 80pf Reg to encourage new-to-NAV consumers to also buy Reg 80pf.
- The new placement of Pink Whitney optimizes the sales for the entire NAV brand.

Visibility



- If co-merchandised with NAV 80P, Pink Whitney should be 40% or less of the display with single messaging
- If standalone, always leverage Pink Whitney mini-mass, bin, and/or paper POS
- 50mL displayed at counter with permanent merchandising tools
- Secure incremental visibility – counter, windows, digital

Cold Box



- Positioned next to other shot brands (Jager & Fireball)
- Small sizes included in the cold box as well

Price (SRP)



- Line priced w/ NAV flavors

Gatekeeper Advocacy



- Smooth vodka that's 5x distilled; official vodka of the NHL & Barstool Sports featured a cross content year-round, including podcasts and videos related to professional sports