

NÜTRL™

Vodka. Seltzer. Real Juice.

NÜTRL CRANBERRY VARIETY 8PK

INTRODUCING NÜTRL VODKA **CRANBERRY** HARD SELTZER
MADE WITH **REAL VODKA, REAL JUICE AND SPARKLING WATER.**



IGNITE JOB
Invite New Drinkers In

TARGET CONSUMER
Co-Ed, 21-34 years old




GROWTH DRIVER
Savor the Flavor

OCCASIONS
Casual Get Together




CATEGORY	SPIRIT BASE	FLAVORS	ABV	CALS	CARBS	ADDED SUGAR
Ready to Drink	Vodka	Cranberry, Cran Orange, Cran Apple, Cran Grapefruit	4.5%	100	<5g (tbd)	No Added Sugar
FLAVOR PROFILE	A refreshingly light, tasty, easy drinking low calorie RTD that is simple, and uncomplicated.					
FEATURES	Ready to drink, made with real vodka, real juice, and sparkling water. Gluten free with zero added sugar, it's a highest quality vodka seltzer that doesn't compromise taste.					

REASONS TO BELIEVE

 **+29%**

Cranberry flavored RTD growth vs. YAGO

 **183**

Loyalty index of Cranberry Juice



CRANBERRY + APPLE
Fastest growing pairing with vodka

Source: IRI Total US MULC L52W ending 7/11/21; IRI Hendry Report 2021 NA Cranberry Juice; Givaudan Vodka Insight;; Cranberry Pairings IFF, Symrise Flavor House Trend Data, IWSR RTD 2020 Launches;

MARKETING SUPPORT



STR 5/2/22 – 8/2/22 Select Markets

SKUs 8pk 12oz Variety Pack | 4 flavors: Classic Cranberry, Cran Orange, Cran Grapefruit, Cran Apple

Size Slim Can 12oz.

Reco PTC 8pk line priced to leading vodka seltzer

LOW 1/31/22 – 2/11/22

Markets NY, MA, NJ, RI, DE, CA, CO, FL, GA, IL, MI, NV, OH

Shelf Life 180 Days

CRANBERRY 8PK 4 FLAVOR VARIETY PACK

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24/12 AL SLEEK CAN 3/8

CASE CODE	CARRIER CODE
 0 18200 29037 4	 0 18200 20338 1