

Seagram's escapes Cocktails



Full Flavor
100 CALORIES | 5% ALC. BY VOL.

At only 100 calories, but with the delicious, authentic taste of modern cocktails, Seagram's Escapes cocktails appeals to the socially active adults who don't want life to get in the way of enjoying their success. They are looking for products that remove the friction in their lives, as time is their most valuable asset. They want to look and feel good, and appreciate well-known brands that take the guesswork out of their choices, and offer healthy options that don't ask them to compromise how they look and feel.

WHY SEAGRAM'S ESCAPES COCKTAILS?

- Standard ABV FMBs make up over half of the Traditional FMB segment
- Standard ABV FMBs drive 71% of positive segment growth within the Traditional FMB segment
- Spirits RTD consumers are highly inclined to purchase FMBs as pre-mixed cocktails have a 73% buyer overlap with total beer

LAUNCH DETAILS	
SKU	12pk. 12oz Slim Can Variety Pack
FLAVORS	(4) Flavors, (3) each of: • Strawberry Margarita • Pineapple Mule • Lemon Collins • Grapefruit Paloma
FIRST SHIP	February 2022
IN MARKET	March 2022
LAUNCH MARKETS	AL, AR, AZ, DE, FL, GA, IA, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, NC, NH, NJ, NY, OH, OK, PA, SC, TN, TX, VA, VT, WI, WV, Caribbean
PRICING STRATEGY	100 Index to Cayman Jack
UNIT DIMS (12pk)	9.0"L x 6.72"W x 6.16"H
CASE DIMS (2/12pk)	9.0"L x 13.44"W x 6.16"H
CASE WEIGHT	21.17 lbs.
PALLET CONFIGURATION	13 units/layer x 8 layers/pallet = 104 units per pallet
PALLET WEIGHT	2,201.68 lbs.



12pk VARIETY PACK



STRAWBERRY
MARGARITA



PINEAPPLE
MULE



LEMON
COLLINS



GRAPEFRUIT
PALOMA



For More Information on Seagram's Escapes, visit www.seagramsescapes.com

Source: 1. IRI, TTL US MULO+C, 52 w/e 07/25/2021, Eq Vol, Eq Vol vs YA
2. BWS Panel, P25W 10.4.20, Total US All Outlets

*Does Not Contain Distilled Spirits

Please enjoy our flavored malt beverages responsibly.
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Merchandising Strategy

RETAILERS THAT PLACE BY PRICE

For retailers that place SKUs by price, Seagram's Escapes Cocktails should be placed next to Cayman Jack



Small Format



Large Format

RETAILERS THAT PLACE BY BRAND

For retailers that place SKUs by brand, Seagram's Escapes Cocktails should be placed with Seagram's Escapes - with the flow Escapes, Cocktails, Mike's, etc.



Small Format



Large Format

SPECIAL OFFER

EXPIRES 4/30/2022

Seagram's
escapes[®]
Cocktails

MIXOLOGY
MADE EASY

TRY THE NEW 100 CALORIE
SEAGRAM'S ESCAPES COCKTAILS

SAVE \$5

SCAN THIS CODE
OR VISIT WWW.SEAGRAMSESCAPES.COM
/COCKTAILSREBATE



Please enjoy our flavored malt beverages responsibly. Does not contain distilled spirits.

Must be 21 years of age or older and a resident of AZ, CT, DC, DE, FL, GA, IA, IL, KS, KY, LA+, MA, MD, ME, MI, MN, MS, NH, NJ, NV, NY, OH, OK, PA, RI, SC, TN, VA**, VT, WI, and WV. Offer valid from 03/01/2022 to 04/30/2022. Visit www.seagramsescapes.com/cocktailsrebate for complete Terms. Scan the code found on signs or promotional displays. You will be directed to a mobile web page to complete the offer. Message and data rates may apply. Void wherever prohibited or restricted by law. Questions? Call 1-877-952-2288.

+LA Residents: Maximum allowable rebate by law is \$2.00 or \$4.00 depending on units purchased. *PA Residents: Purchases must be made from distributor licensees only. Rebate claims from purchases made at grocery stores with restaurant licenses will not be accepted. **VA Residents: Rebate cannot exceed 50% of purchase price.

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