

ALL LONG DRINK STYLES & FLAVORS



TRADITIONAL

*Traditional style
recipe*

5.5% Alc./Vol.



ZERO

*Zero sugar, zero
carbs, 99 calories*

5% Alc./Vol.



CRANBERRY

*Natural
cranberry flavor*

5.5% Alc./Vol.



STRONG

*Strong version of
traditional style*

8.5% Alc./Vol.



Popular variations of the traditional recipe



Limited number of focused SKUs



All products 100% distilled spirit



All products gluten free







selling points

tastings

It's a refreshing citrus soda with a liquor kick

- ✓ *"Tastes like Fresca with a kick"*
- ✓ The best-selling alcohol in Finland – for over 65 years (story)
- ✓ 5.5% alcohol – made with real distilled spirit and natural flavors.
- ✓ Gluten free

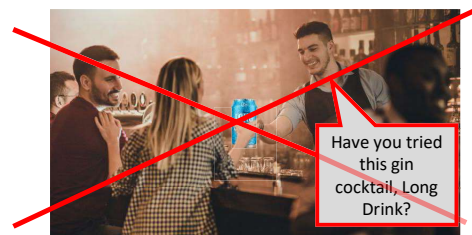
- ✗ **Not** a beer
- ✗ **Not** a malt beverage (like White Claw)
- ✗ **Not** a Gin & Tonic (cocktail)

	Alc/Vol	Sugar/ carbs	Calories	Gluten free
	5.5%	18g	180	Yes
	5%	0g	99	Yes
	8.5%	18g	230	Yes
	5.5%	15g	160	Yes



WHAT LONG DRINK IS NOT

/ How we don't want people to talk about it



1. **NOT A SELTZER** – *we are real flavor and real liquor. Converts from seltzer, beer.*
2. **NOT AN RTD COCKTAIL** – *its not something a bartender can replicate*
3. **NOT A GIN COCKTAIL** – *it doesn't taste like gin*
4. **NOT JUST A SUMMER DRINK** – *being drank year around in cold Finland*
5. **NOT CREATED FOR THE RTD CRAZE** – *long drinks have been around for 65 years*



WHAT LONG DRINK IS THEN

/ How we want people to talk about it

- *Citrus soda. Real liquor.*
- *Amazing taste that everyone loves – like fresca or squirt soda*
- *Its own category of alcohol* (30+ brands in Finland. Like lager beer; Heineken, Stella, Bud, Sam, Coors...)
- *Product/category with a 65-year-old history from the Nordics*
- *Unique product that bartenders can't make but love to serve.*

