

**NEW!**

**REAL  
FRUIT  
JUICE**

**5% ALC/VOL**

# Simply **SPIKED** Lemonade™



# JUICY TASTE. JUICY TIMES.

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS



**STRAWBERRY  
LEMONADE**

**BLUEBERRY  
LEMONADE**

**SIGNATURE  
LEMONADE**

**WATERMELON  
LEMONADE**

**FLAVORED BEER**

**CELEBRATE RESPONSIBLY®**

SIMPLY SPIKED CO., MILWAUKEE, WI  
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# Simply SPIKED

**Simply® Spiked...** will Reauthenticate the category as the only **REAL** spiked juice beverages...Made with **REAL** fruit juice from the **REAL** juice experts

## REASONS TO BELIEVE

- ✓ #1 Favorite Brand in Juice
- ✓ 50% Household Penetration
- ✓ \$1.8B Dollar Brand (28% share of juice)
- ✓ **Simply® is the #1 Lemonade brand in the US** making them the TRUE Lemonade experts!
- ✓ the only **REAL** spiked juice beverages...Made with **REAL** fruit juice from the **REAL** juice experts

## SKUs



12PK 12OZ  
SLIM CAN VARIETY PACK

Signature Lemonade, Strawberry Lemonade, Watermelon Lemonade, Blueberry Lemonade



24OZ CAN  
Signature  
Lemonade



24OZ CAN  
Strawberry  
Lemonade



**BOLD, juicy, and naturally flavored spiked lemonades from Simply – the lemonade experts!**

- ✓ MADE WITH REAL FRUIT JUICE
- ✓ 5% ABV \*Per 12 oz

**LAUNCHING:**  
June 6<sup>th</sup>, 2022 (12pk VP)  
June 27<sup>th</sup>, 2022 (24oz cans)

**PRICE GUIDANCE:**  
At Parity w/ Mike's  
Hard

**SHELF LIFE:**  
40 Weeks

**PLACEMENT:**  
Adjacent to Mike's  
Hard

# Brand Fact Sheet – Simply Spiked Lemonade™

## Brand Story

Introducing **Simply Spiked Lemonade™**, a line of sparkling spiked lemonades from Simply® - **the lemonades experts.**

This isn't just any hard lemonade... Our ready-to-drink line of spiked lemonades combine expertly blended alcohol and the bold yet refreshing taste of real fruit juice that you can expect from Simply®. The result is a naturally-flavored and juicy spiked lemonade bursting with a sweet and tart lemonade flavor that's perfect for any occasion.

## Brand Facts

- Made w/ Real Fruit Juice
- 5% ABV
- 170 Calories
- 40 weeks shelf
- Lightly Carbonated
- Available in multipack (12oz slim can), 24oz Single Can

## Nutritional/Style

### Nutrition Facts

Serv. Size	1 Can
Amount Per Serving	
<b>Calories</b>	<b>170</b>
% Daily Value	
<b>Total Fat</b> 0g	<b>0%</b>
<b>Sodium</b> 40mg	<b>0%</b>
<b>Total Carb.</b> 19g	<b>7%</b>
Total Sugars 18g	
Incl. 17g Added Sugars <b>35%</b>	
<b>Protein</b> 0g	

Not a significant source of sat. fat, trans fat, cholest., fiber, vit. D, calcium, iron and potas.

**Calorie: 170**  
**Carbs: 19 g**  
**ABV: 5%**  
**Style:** Spiked Lemonade  
**Malt:** Alcohol (Fermented from Sugar)  
 Does Not Contain Distilled Spirits



**Appearance:** Pours with the haze of fresh squeezed lemonade

**Aroma:** Moderate sweet lemonade aroma

**Taste:** The flavor of juicy lemon balanced with sweet/tart notes

**Mouthfeel:** Low-moderate body

**Finish :** Refreshing with hints of fruity sweetness



**Appearance:** Hazy in the pour with slight fruit color

**Aroma:** A bright, moderate aroma of lemon and jammy strawberry

**Taste:** Floral strawberry character leads with lemonade sweet and sour cues towards the finish

**Mouthfeel:** Low-moderate body

**Finish :** Refreshing with hints of fruity sweetness



**Appearance:** Hazy in the pour with slight fruit color

**Aroma:** A low but complex blend of watermelon pulp and fresh rind aromatics with low lemon

**Taste:** A low to moderate lemonade flavor, mixed with the familiar hints of juicy melon

**Mouthfeel:** Low-moderate body

**Finish :** Refreshing with hints of fruity sweetness



**Appearance:** Hazy in the pour with slight fruit color

**Aroma:** The aroma is lemonade forward with low blueberry behind

**Taste:** Moderate lemonade flavor with subtle berry character

**Mouthfeel:** Low-moderate body

**Finish :** Refreshing with hints of fruity sweetness