

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
#SimplySpiked and #SimplySpiked

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 6th, 2022 (12pk VP)
June 27th, 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 | |
| Calories | 170 |
| % Daily Value | |
| Total Fat 0g | 0% |
| Sodium 40mg | 0% |
| Total Carb. 19g | 7% |
| Total Sugars 18g | |
| Incl. 17g Added Sugars | 35% |
| Protein 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