

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 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