



ABSOLUT COCKTAILS ARE NOW READY TO DRINK

FLAVORS: GRAPEFRUIT & ROSEMARY, LIME & CUCUMBER, RASPBERRY & LEMONGRASS

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SPIRIT-BASED RTDS ARE A FAST-GROWING CATEGORY WITH HUGE BUSINESS POTENTIAL



OFF-PREMISE GROWTH DRIVER

Alcohol-based RTDs are growing faster off-trade than beer, still wine, cider and spirits¹



DRIVES TRADE UP & BASKET RING

Spirit-based RTDs generate more revenue than the malt-based cocktail segment¹



BIGGER THAN PALE ALE BEER ON PREMISE

Between spring and fall 2019, there was a 73% increase in the number of adults drinking hard seltzer on premise.²



RECRUITS TO THE CORE

83% of consumers who purchased Malibu RTDs were new to Malibu, and 10% followed up with a spirit bottle purchase³

TWO TRENDS HAVE BEEN DRIVING THIS GROWTH



SPIKED SELTZERS

WORTH \$1.5B ≈ 48MCS⁴
+212% VS LY

Millennials are health-conscious, seeking out "better for me" alternatives



SPIRIT-BASED COCKTAILS

WORTH \$675M ≈ 8MCS⁵
+20% VS LY

Growth in cocktail culture has created the need for premium RTD cocktail solutions⁶

SHOPPERS ARE PRIORITIZING CONVENIENCE WITHOUT COMPROMISING ON QUALITY BUT MOST RTD BRANDS DO NOT USE A PREMIUM VODKA IN THEIR RECIPE

INTRODUCING ABSOLUT COCKTAILS

ORIGINAL ABSOLUT VODKA INFUSED WITH ALL NATURAL FLAVORS, REAL FRUIT JUICE AND SECOND TO NONE MIXOLOGY. COCKTAIL LINE UP INCLUDES MANGO MULE, BERRY VODKARITA AND GRAPEFRUIT PALOMA.



1. Nielsen, How newer ready-to-drink beverages & packages are shaking up the adult beverage market, May 2019
2. Forbes, New Hard Seltzer Stats Show It Outselling A Certain Beer Style At Bars And Restaurants, Feb 2020
3. Nielsen panel data study 2019

4. Nielsen Beer Topline Report 2/22/20, assumes 74% Nielsen coverage in Beer
5. Nielsen Spirits XAOC + LiqPlus 2/22/20, assumes 45% Nielsen coverage
6. North America RTD Report 2019 - the insights partners

PRODUCT INFORMATION



TASTING NOTES

Bright and refreshing taste with well-balanced sweetness.

HOW TO ENJOY

Chilled straight from the can. Or if you're feeling fancy, serve in a cocktail glass with garnish.

MERCHANDISING STANDARDS

PRIMARY PRICING STRATEGY: Parity to Cutwater

- Retail: \$12.99 - \$14.99 depending on state/account
- On Premise: \$8-10, line priced with spirit-based RTDs

PROMO PRICING STRATEGY: Parity to Cutwater

VISIBILITY:

- Retail: 6 facings in the RTD section at eye level, left of Cutwater RTDs
- On Premise: Feature menus – single cans & bucket specials

RETAIL DISPLAY PRIORITIES:

1. RTD shelf section: Position Absolut in other areas of the store
2. Refrigerator: Gain out of aisle placement with cans in the cooler
3. Include in Spring / Summer Display: Recruit to Core
4. RTD-only Display/Dump Bin: Drive impulse purchase



*Single cans to be made available at distributor discretion.

TECHNICAL SPECIFICATIONS

PRODUCT NAME	ABV	SIZE	UPC – CAN	UPC – 4 PACK	4 PACK DIMENSIONS	4 PACKS PER TRAY	SCC- TRAY	TRAY DIMENSIONS
MANGO MULE	7%	12 oz	0-89540-53526-5	0-89540-53528-9	116.6mm x 116.6mm x 158 mm	6	100-89540-53528-6	354 mm x 238mm x 160mm
GRAPEFRUIT PALOMA	7%	12 oz	0-89540-53527-2	0-89540-53529-6	116.6mm x 116.6mm x 158 mm	6	100-89540-53529-3	354 mm x 238mm x 160mm
BERRY VODKARITA	10%	12 oz	0-89540-53530-2	0-89540-53531-9	116.6mm x 116.6mm x 158 mm	6	100-89540-53531-6	354 mm x 238mm x 160mm