

# ABSOLUT COCKTAILS RTD VARIETY PACK

LAUNCH DECK-FY23 H2



# WHY LAUNCHING OUR RTD VARIETY PACK HAS STRONG BUSINESS POTENTIAL

## VARIETY PACKS ARE THE #1 GROWTH DRIVER FOR RTD CATEGORY & LEADING BRANDS



- Variety packs are the fastest growing pack format representing 31% of Spirit RTD category and driving 47% of category \$ growth<sup>1</sup>
- Variety Packs represent 4 out of the Top 5 performing RTD SKUs by velocity and demonstrate high shelf productivity<sup>2</sup>

## RTD CATEGORY IS PREMIUMIZING & A PROVEN RECRUITMENT TOOL



- RTD Category is premiumizing with Spirit-based cocktails are growing faster than the malt-based segment, +59% vs. YA<sup>3</sup>
- Vodka based RTDs expected to be 45% of the RTD market by 2024<sup>4</sup>
- 94% of Absolut Variety Pack Buyers were new to Absolut<sup>5</sup>

## ABSOLUT COCKTAIL RTDS PERFORM STRONGLY. VARIETY PACK OFFERING INCREMENTAL OPPORTUNITY



CONVENIENCE



ON-THE-GO



PARTY & REFRESHING



TRUST & BRAND

- Absolut RTDs are #5 Vodka-Based RTD by volume and the ONLY Spirits brand in Top 5<sup>6</sup>
- Absolut RTD Cocktails grew 1.3X faster than the Prepared Cocktails category during Summer 2022<sup>7</sup>
- More than 2/3 of RTD drinkers want to buy Absolut variety pack - 69% purchase intent<sup>8</sup>

Source: 1. Nielsen Retail Audit CVD W/E 11/26/22 RTD subcategory XAGC + Liq. 2. Nielsen Retail Audit LIW W/E 11/26/22 RTD subcategory Glassy. 3. Nielsen LI2 W/E 12/03/22 RTD subcategory XAGC - Lager. 4. North America RTD Report 2019 - The insight partners. 5. IRI source of volume from Test Market/ Customer data. 6. Nielsen LI2 W/E 11/26/22 RTD subcategory XAGC + Liq. 7. Nielsen Total US + AGC + Liq. 8. IRI W/E 10/09/22. 9. Absolut Convenience TURF Study 2020, Nielsen data through 11/17/22

# REDUCE THE HASSLE OF CHOICE AND IMPRESS GUESTS WITH A RANGE OF DELICIOUS AND CONVENIENT COCKTAILS

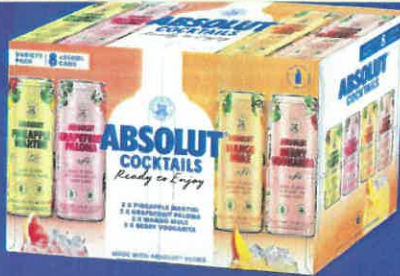
AN EXCITING NEW PACK FORMAT FOR OUR RANGE OF READY TO ENJOY COCKTAILS

<b>CONSUMERS LOVE VARIETY</b>	<ul style="list-style-type: none"> <li>Variety packs are the fastest growing pack format representing 31% of Spirit RTD category and driving 47% of category \$ growth<sup>1</sup></li> <li>Variety Packs represent 4 out of the Top 5 performing RTD SKUs by velocity and demonstrate high shelf productivity<sup>2</sup></li> </ul>
<b>VODKA-BASED RTD OPPORTUNITY</b>	<ul style="list-style-type: none"> <li>Spirit-based RTDs +59%<sup>3</sup> and projected to overtake wine by 2025<sup>4</sup></li> <li>Vodka based RTDs expected to be 45% of the RTD market by 2024<sup>5</sup></li> </ul>
<b>A TRUSTED BRAND</b>	<ul style="list-style-type: none"> <li>Absolut RTDs are #5 Vodka-Based RTD by volume and the ONLY Spirits brand in Top 5<sup>6</sup></li> <li>94% of Absolut Variety Pack Buyers were new to Absolut<sup>7</sup></li> <li>More than 2/3 of RTD drinkers want to buy Absolut variety pack - 69% purchase intent<sup>8</sup></li> </ul>

SRP: \$21.99  
 PROMO: \$19.99  
 ALC./VOL: 7% - 10%  
 SIZE: 8 x 355ML CANS  
 TIMING: FEB 23



8 PACK CONTAINS:



Sources: 1. Nielsen Retail Audit CYTD W/E 11/26/22 RTD subcategory XAOC + Liquor; 2. Nielsen Retail Audit L13W W/E 11/26/22 RTD subcategory Grocery; 3. Nielsen L52 W/E 12/03/22 RTD subcategory XAOC + Liquor; 4. WSE RTD Spirit-Enhanced RTDs in the US (April 2021) 5. North America RTG Report 2019 - the insights partner; 6. Nielsen L03 W/E 11/26/22 RTD subcategory XAOC + Liquor; 7. (iii) Source of Volume from Test Market/ Customer data; 8. Absolut Convenience: TURF Study 2020, Nielsen data through L52W as of 11/22/22

# ABSOLUT RTD VARIETY PACK LAUNCH PLAN

## COMMERCIAL PRIORITIES

**Availability:** Variety Pack must be incremental to (and must not replace) existing Absolut 4pk distribution.

**Priority Channels:**

1. Grocery
2. Mass
3. Chain Liquor
4. Indy Liquor

**Visibility:** Variety Pack should open up new and secondary locations. Priority placement in store:

1. Cold Box
2. Display
3. Ambient Shelf

**Velocity:**

- Drive to display and leverage L3F tools (incl Masterbrand POS).
- Execute sampling to drive conversion
- Can be merchandised with Absolut RTD Cocktail Range

## SUPPORT TOOLS



Priority Paper POS to be available on Print on Demand\*

## PORTFOLIO

1. **Portfolio Prioritization:** Variety Pack is not to be prioritized over the 4pk and only pitched to customers currently carrying a minimum of 1 Absolut RTD



## PRODUCT SPECS

<b>Carton Size/Weight</b>	4.45" x 9.1" x 6.158" / 6.6lbs
<b>Size</b>	3 x 8 packs/tray, 8 x 355 ml cans/pack
<b>Case Size/Weight</b>	13.9" x 9.4" x 6.3" / 20.2lbs*est
<b>UPC</b>	0-89540-53599-9
<b>SCC</b>	100-89540-53589-7
<b>NABCA</b>	396-101828-35
<b>SKU Code</b>	74119002
<b>Est. Case Weight</b>	20.2LBS
<b>Pallet/Tier</b>	104 cs, 8 tiers x 13 cases



8 PACK CONTAINS:



10% Still      7% Sparkling      7% Sparkling      10% Sparkling

