







# READY TO ENJOY

**ZING ZANG® CANNED COCKTAILS**  
America's #1 Cocktail Mix Brand  
with Premium Spirits



## 4 Great Tasting Cocktails!

- Bloody Mary with Vodka
- Margarita with Silver Tequila
- Mango Margarita with Silver Tequila
- Bourbon Whiskey Sour with Kentucky Bourbon

Made with Zing Zang Award-Winning Cocktail Mixers & Premium Spirits.

Real Cocktails, Bold Flavor...  
not a seltzer, no malt alcohol.

Full-Strength, 9% ABV.

Equivalent of 2 Cocktails in every can.

Ready to drink in convenient 12oz  
slim cans.

[ZingZang.com](http://ZingZang.com)

[@ZingZangMix](https://www.instagram.com/ZingZangMix)

[#ZingZang](https://www.tiktok.com/tag/ZingZang)

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# NEW! Zing Zang Blazing Bloody Mary Ready-to-Drink Cans are a convenient, on-trend version of the #1 Bloody Mary RTD



## CONSUMER INSIGHTS

- Opportunity: It's not always convenient or easy to add hot sauce to on-the-go Bloody Mary RTD cans
- Proposition: Convenient and ease of use for those who like it **HOT** → no need to add hot sauce
- Strong concept testing shows appeal of this new Ready-to-Drink offering:
  - **Strong Purchase Intent**: 55% Top 2 Box PI among potential Bloody Mary consumers.
  - Top 20% of IPSOS innovation concept database for **relevance** and **believability**; top 40% for **trial** and **differentiation**

## PRODUCT

- Hotter version of the #1 Bloody Mary RTD
- Made with new Zing Zang Blazing Bloody Mary Mix
- Premixed with **premium, 6x distilled vodka** for a perfectly crafted, spicy hot Bloody Mary cocktail that's ready to drink and enjoy
- **9% ABV**

## PACKAGING

- Current 12oz slim cans in a 4-pack carton
- Attention-grabbing & differentiating graphics for blazing variety
- 6 x 4 x 12oz cans per case



# NEW! Zing Zang Blazing Bloody Mary Mix is the on-trend HOTTER version of the #1 Bloody Mary Mix



## CONSUMER INSIGHTS

- Opportunity: “**Hot**” trend is evident across nearly all food & beverage categories and up to 70% of Bloody Mary consumers add hot sauce to Bloody Marys
- Proposition: Convenient and ease of use for those who like it **HOT** → no need to add hot sauce
- **Strong concept testing** shows appeal for Zing Zang Blazing Bloody Mary Mix:
  - **Strong Purchase Intent**: 65% Top 2 Box PI among Bloody Mary consumers.
  - Top 20% of IPSOS innovation concept database for **trial, relevance, and believability**; top 40% for **differentiation and value**

## PRODUCT

- **Blazing hot** version of our classic, award-winning **Zing Zang Bloody Mary Mix**
- Made with 7 vegetable juices and complex array of bold spices & seasonings, now has extra heat from additional **hot pepper sauce** for those who like it HOT!

## PACKAGING

- Current 32oz ULB bottle
- Attention-grabbing & differentiating graphics for blazing variety
- 6 x 32oz bottles per case

