



# NEW VARIETY 8 PACKS – FEBRUARY 2023

- 8pks are the fastest growing RTD pack size in \$, +156%, L12wks ending 11.5.22
- Drinkers will trade up for *exclusive styles only available in 8pks*
- Tequila & Vodka are 75% \$ share of RTD's L52wks

TOP VERT PANEL



SHORT SIDE



## TEQUILA VARIETY 8 PACK

LONG SIDE PANEL



**NEW EXCLUSIVE FLAVOR:**  
TEQUILA PINEAPPLE  
1G sugar, 3G carbs



## VODKA VARIETY 8 PACK

SHORT SIDE



TOP VERT PANEL



LONG SIDE PANEL



**NEW EXCLUSIVE FLAVOR:**  
VODKA CRANBERRY  
2G sugar, 4G carbs



waterbirdspirits.com