

# -196

## ABOUT -196

Suntory's #1 RTD in Japan is now made in the U.S.

Offering whole fruit flavor, -196 is created using Suntory's unique Freeze Crush Technology™, where whole Lemon is instantly frozen in liquid nitrogen at -196°C, powderized & infused with spirits. That's why -196 tastes every bit of tanginess of real Lemon with just the right amount of sweetness and full of refreshment.

In the initial launch year, -196 sold 214K cases in Australia in 2021 and last year is projected to grow to 700-900K 9L cases!

## LEMON

Made with vodka, natural flavor, and no artificial sweeteners.

AROMA: Fresh lemon peel / TASTE: Lightly sweet with characteristics of fresh lemon, including peel and rind /

FINISH: Clean, mouthwatering.

Our liquid, optimized for the U.S. RTD market, outperformed multiple competitors in tasting panels, including Truly Lemon Seltzer, Mike's Hard Original Lemonade, and even original Japanese and Australian -196 formulations.



## PRODUCT INFORMATION

ABV: 6%

SIZES: 4pk-12oz Classic Can

MSRP: \$10.99/4pk

Nutritional Info: 139 calories, 3g sugar

UPC Codes:

- UPC: 080686004578
- UPC Can: 080686004585
- SCC Case: 10080686004582



## MARKETING SUPPORT

- Commercial Support assets to include:
  - On & Off Prem POS
  - Shopper programming in Q2-Q4
  - Sampling Program



-196® Lemon Vodka Seltzer. Made with Vodka and Natural Flavors. 6% ALC./VOL. ©2022 Beam Suntory Import CO., CHICAGO, IL. Please drink responsibly.