

# Introducing Fresca™ Mixed, 8 Pack Variety Pack



**Fresca™ Mixed** is launching in September with its first two offerings, vodka and tequila based RTD cocktails blended with Fresca's signature grapefruit soda. This March launch adds an 8 pack variety pack featuring 4 flavors. Flavor is king in this category, with variety packs as largest growing pack type

KEY FACTS	
BRAND	Fresca™ Mixed
FORMATS	8-pack, 12 oz. cans, 2 per flavor in pack
GEOGRAPHY	National
FLAVORS	<ul style="list-style-type: none"><li>• Original Grapefruit Citrus</li><li>• Pineapple Citrus</li><li>• Mixed Berry Citrus</li><li>• Mango Citrus</li></ul> All made with 4x Distilled Vodka with Fresca base 100 calorie, 5% ABV, gluten free, no added sugar
PTC	Line priced with High Noon 8-pk