

PATIO PUNCH

TOTALLY RAD COCKTAILS

CRAFTED BY AWARD WINNING BARTENDERS

Great for gatherings of all shapes and sizes. Simply pour over ice and let the good times roll!

WHY PATIO PUNCH

- ✓ PUNCHY FLAVORS
- ✓ HIGH DESIGN
- ✓ CREATED FOR GATHERING
- ✓ NOVEL FORM FACTOR

LET'S DRINK, TOGETHER!

Large-format alcohol packages are growing in popularity, and consumers are driving strong growth among mixable accompaniments such as tonic water, lemon juice, and lime juice. But there is opportunity to harness this demand towards key premixed adult beverages, too.

GLOBAL READY-TO-DRINK COCKTAIL MARKET

2021 value: 782.8 MILLION USD

2022 - 2030: Expected to expand at a compound annual growth rate (CAGR) of **13.4%**

GROWING CONSUMER PREFERENCES

DEMAND FOR DIFFERENT FLAVORS

The U.S. accounted for the largest revenue share in the 2021 regional market due to growing consumer demand for different flavors & shifting preferences towards on-the-go products.

LOW-ALCOHOL CONTENT

Growing demand for flavored drinks with low-alcohol content, due to rising health concerns, is anticipated to drive the market over the forecast period.

VODKA & WHISKEY PRODUCTS

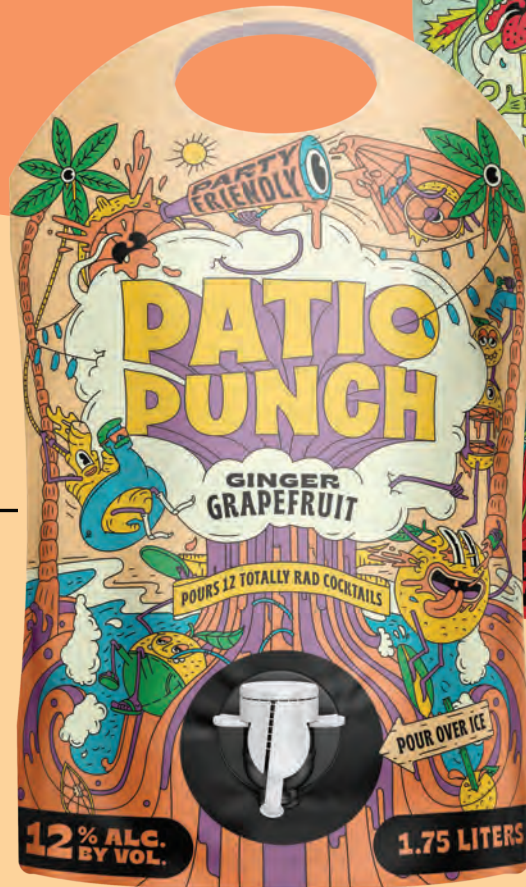
North America dominated the market for ready-to-drink cocktails and held a revenue share of over 30% in 2021 and is expected to maintain its lead in the forecast period.

QUALITY PRODUCTS

Premiumization of the product with flavors, taste, quality, and package design is further expected to drive the market.

MADE WITH REAL FRUIT JUICE

So it's almost like a health drink



MAKES 12 COCKTAILS

So you can invite all your friends

LOW ABV

So it's just like wine, but more fun



NOT JUST A PRETTY FACE

Already sales of hard seltzers sold off-premises grew 288% during the week ended April 18th and contributed more than 50% of category dollar growth across beer, FMB, and ciders. RTD cocktails were also key to the growth of the spirits category. Doubling down on hard beverages can drive sustained growth.