

# NÜTRL®

## Black Cherry 4-Pack



### Alcohol Style

Spirits Seltzers

### Color

Cloudy

### Alcohol Base

Vodka

### ABV

4.5%

## Ignite Job

Invite New Consumers In

### Macro Trends

Meaningfully Premium

Flavor Variety

## Target Consumer

### GENDER

Co-Ed

### AGE

21-44

## Reasons To Believe

Spirits Seltzers is a  
**\$856M**  
category and up **74%** in  
sales vs YA

NÜTRL is **#2**  
Spirits Seltzer Brand  
and growing by  
**+302%** YOY

Black Cherry is **#1**  
largest flavor (**\$439M**)  
in total seltzer category,  
**2X** the size of the 2<sup>nd</sup> largest flavor.

(SOURCE: IRI L52W ending 6/18/23, Spirit-based Seltzers, TUS MULC + Pkg Liquor Max)

(SOURCE, IRI Spirits Seltzers, TUS MULC + PL MAX: YTD ending 5/28/23)

(SOURCES: IRI, Total MULC Latest 52 Weeks Ending 04-24-23)

## Trade & Marketing Support

**+\$50M**  
(2023 Total Brand  
Support)



Media



Sampling



Trade Assets



XM

### Flavor Profile

A refreshingly light black cherry vodka seltzer that is simple and uncomplicated.

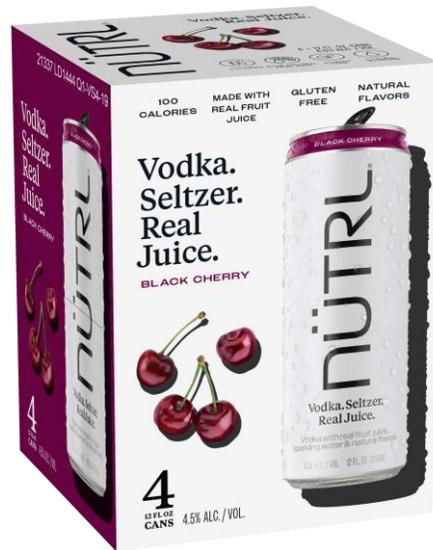
### Features/Benefits

Vodka Seltzer made with real vodka, real juice, and sparkling water. 100 Calories, Gluten free. It's a high-quality vodka seltzer that doesn't compromise taste.

# NÜTRL®

STR	Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
07/17/23	Line-priced with existing NÜTRL 4pks	24/12 AL SLEEK CAN 6/4 CF 018200204227	01820029354	4 17/32 x 6 13/64 x 4 35/64 x	LF, Package Liquor & On- Premise	National

## Black Cherry 4-Pack



## Merchandising



**To be merchandised  
on the cold and warm  
shelf in the Spirits  
Seltzer section above  
Variety Packs and  
directly near  
seltzer competitors**

CASE CODE

CARRIER CODE



# NÜTRL®

## Cranberry 4-Pack



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NÜTRL is **#2** Spirits  
Seltzer Brand and  
growing by  
**+302% YOY**

(SOURCE: IRI Spirits Seltzers, TUS MULC + PL MAX : YTD ending 5/28/23)

Within Seltzer, Cranberry flavor  
growing **+89% CAGR** over the  
past 3 years  
NÜTRL represents **+70%** of  
Cranberry flavor Spirits Seltzer  
Dollar Sales

(SOURCES: IRI Total MULC Latest 52 Weeks Ending 07-02-23.)

## Trade & Marketing Support

**+\$50M**  
(2023 Total Brand  
Support)



Media



Sampling



Trade Assets



XM

### Flavor Profile

A refreshingly light and tasty classic cranberry vodka seltzer that is simple and uncomplicated.

### Features/Benefits

Vodka Seltzer made with real vodka, real juice, and sparkling water. 100 Calories, Gluten free. It's a high-quality vodka seltzer that doesn't compromise taste.

# NÜTRL®

STR	Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
07/17/2023	Line-priced with existing NÜTRL 4pks	24/12 AL SLEEK CAN 6/4 CF 018200203725	018200291197	4 17/32 x 6 13/64 x 4 35/64 x	LF, Package Liquor & On- Premise	National

## Cranberry 4-Pack



## Merchandising



**To be merchandised  
on the cold and warm  
shelf in the Spirits  
Seltzer section above  
corresponding  
Cranberry Variety  
Pack and directly  
near  
seltzer competitors**

CASE CODE



CARRIER CODE

