

NÜTRL®

Classic Lemonade 4-Pack



NÜTRL

Seltzers	Color
Spirit-based	Cloudy
Alcohol Base	ABV
Vodka	4.5%

Ignite Job	Target Consumer			
Invite New Consumers In	GENDER Co-Ed	AGE 25-34 35-44	INCOME Medium High	ETHNICITY Caucasian
Macro Trends				
Meaningfully Premium Flavor Variety				

Reasons To Believe

<p>Seltzer (Spirit-based) Category up 109% in sales vs PY with vodka-based products making up 92% of the category's sales.</p> <p><small>(SOURCE: IRI TUS MULC + Pack Liquor L52W ending 7/3/22)</small></p>	<p>Lemonade flavored Spirits-based Hard Beverages growing</p> <p>TWICE</p> <p>the pace of category</p> <p><small>(SOURCE: IRI L13W vs PY in TUS MULC + PL MAX w/e 6/12/22)</small></p>	<p>In consumer testing, NÜTRL Lemonade showed highest incrementality to the NÜTRL family</p> <p><small>(SOURCE: TURF Analysis March 2022, (IRI MULC+PL Max WE 7/3/22)</small></p>
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Trade & Marketing Support

<p>\$14M</p> <p></p> <p>TARGETED MEDIA</p>	<p></p> <p>300+ INFLUENCER ARMY</p>	<p></p> <p>SAMPLING</p>	<p></p> <p>TRADE – POCM & SWEEPS</p>
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Flavor Profile
Features/Benefits

A refreshingly light, tasty, easy drinking classic lemonade vodka seltzer that is simple and uncomplicated.

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

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STR	Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
02/27/2023	Line priced to leading vodka seltzer	24/12 AL SLEEK CAN 6/4 CF 018200203718	018200291180	4 17/32 x 6 13/64 x 4 35/64 x	LF, Package Liquor & On- Premise	National

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Merchandising

**To be merchandised on the cold shelf in the Spirits-Based Seltzer section
Directly near seltzer competitors**

NÜTRL

CASE CODE	CARRIER CODE
0 18200 29118 0	0 18200 20371 8