# **NUTRL**®

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

### Classic Lemonade 4-Pack



Seltzers Color
Spirit-based Cloudy

Alcohol Base ABV

Vodka 4.5%

# Reasons To Believe

Seltzer (Spirit-based) Category up 109% in sales vs PY with vodkabased products making up 92% of the category's sales. Lemonade flavored Spirits-based Hard Beverages growing

# **TWICE**

the pace of category

In consumer testing, NÜTRL
Lemonade showed
highest incrementality to the
NÜTRL family

(SOURCE: IRI L13W vs PY in TUS MULC + PL MAX w/e 6/12/22)

(SOURCE: TURF Analysis March 2022, (IRI MULC+PL Max WE 7/3/22)

# Trade & Marketing Support

\$14M



(SOURCE: IRI TUS MULC + Pack Liquor L52W ending 7/3/22)















TARGETED MEDIA

300+ INFLUENCER ARMY

SAMPLING

TRADE - POCM & SWEEPS

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.



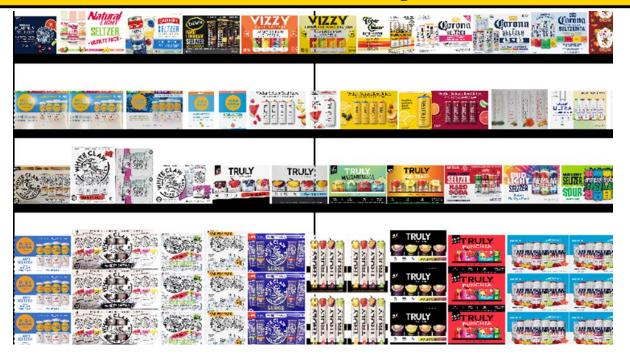
STR	Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
02/27/2023	Line priced to leading vodka seltzer	24/12 AL SLEEK CAN 6/4 CF 018200203718	018200291180	4 17/32 x 6 13/64 x 4 35/64 x	LF, Package Liquor & On- Premise	National

# Classic Lemonade 4-Pack





# Merchandising



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