

NÜTRL®

Orange 4-Pack



Alcohol Style

Seltzers
(Spirit-based)

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

25-34

35-44

ETHNICITY

Caucasian

Reasons To Believe

Seltzers (Spirits-based) is a
\$316M
category and up **90%** in sales
vs YA

(SOURCE: L52W ending 10/31/22, Spirit-based Seltzers, TUS MULC + Pkg Liquor Max)

Vodka-based products drive
92%
of sales in Seltzer (Spirits-based)
category

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

Orange is the
#2
most preferred vodka mixer and **fastest growing** Citrus flavor within Seltzer
(+40% CAGR over the past 3 years)

(SOURCES: IRI Total MULC Latest 52 Weeks Ending 09-18-22, Dataessentials Spirit Cocktails Study 11/2021)

Trade & Marketing Support

\$19M

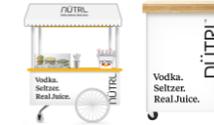
(Total Brand Support)



ORGANIC SOCIAL



300+ INFLUENCER



SAMPLING



TRADE – Assets

Flavor Profile

A refreshingly light and tasty classic orange 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 |
|------------|--|--|--------------|-------------------------------------|--|-----------------------|
| 04/10/2023 | Line-priced with existing NÜTRL 4pks | 24/12 AL SLEEK CAN 6/4 CF 018200204012 | 018200292088 | 4 17/32 x 6 13/64 x 4 35/64 x | LF, Package Liquor & On- Premise | National |

Orange 4-Pack



Merchandising



To be merchandised on the cold and/or warm shelf in the Spirits-Based Seltzer section directly near seltzer competitors

CASE CODE



CARRIER CODE

