

# Stoli®

## FLAVOR YOUR Summer



## BIG TASTE. LOW CALORIES.

Stoli's legendary flavor portfolio you can get the most out of the summer without holding back.

## LOW CARB ZERO SUGAR UNDER 100 CAL

## FLAVORED PREMIUM VODKA

### THE LANDSCAPE

**Spirits continue to grow and is expected to continue to increase at 20% through 2021**

- Vodka is the biggest volume and dollar driver accounting for one of every three drinks consumed and dollars spent<sup>2</sup>
- Vodka is by far the most popular spirit with growth stemming from high end brands<sup>1</sup> and Flavored vodka that utilize natural flavor sources<sup>1</sup>
- Consumer interest in fewer but better drinks indicates a strong opportunity for higher end brands to expand their occasion appeal<sup>3</sup>

**Millennials are driving the growing spirits market, but Boomers are also highly valued consumers and Stoli's base**

- 60% of Millennials reported to have purchased flavored vodka in the past six months and Flavored vodka also over indexes against multicultural consumers<sup>1</sup>
- Natural flavors, craft/heritage cues are all important opportunities within the vodka market<sup>1</sup>

# Why it Works

## HERITAGE:

Since 1938 Stolli® has held the bar for high-quality premium vodka. Honoring century-old traditions & made with the finest ingredients

## ON-TREND:

Stolli® is the original pioneer of flavored vodkas and still maintains the finest collection of flavors available today. Stolli's most recent flavor offerings, Lime & Cucumber received Platinum ratings from Beverage Testing Institute, with Cucumber receiving the "Best Flavored Vodka" accolade in 2019



## HOW IT WORKS

### Secure case displays to educate consumers on ease of making cocktails at home

60% Premium/40% Flavors to include Core 6 Flavors: Ohranj, Razberi, Blueberi, Vanil, Cucumber, Lime

### Compete with the right flavors in the right accounts (fix the mix)

### Brand Support

- Paid media campaign across digital, social & OOH, Stolli's Minibar partnership continues with focus on Stolli® & Soda Portfolio
- Nana's Quarantini featuring Stolli® Ohranj and Vanil goes viral via TikTok with coverage on John Krazinski's Some Good News and Good Morning America
- Ongoing LGBTQ programming including "Key West Cocktail Classic" bartender competition, Pride festivals & additional LGBTQ events year-round

### Feature NEW POS with low calorie message to reinforce flavorful cocktails made with Stolli® have less calories than wine and beer

- Indoor Poster
- Window Cling
- Case Card
- Counter Card
- Wall Decal
- Floor Graphic



## SAVOR STOLLI® RESPONSIBLY.

Stolichnaya® Premium Vodka and Flavored Premium Vodkas. 37.5%-40% Alc./Vol. (75-80 proof). Distilled from Grain. Stolli Group USA, LLC, New York, NY ©2020. All rights reserved. ™ and ® - trademarks and registered trademarks of ZHS IP Americas Sàrl or Spirits International, B.V.

PER 1.5 FLUID OZ. - AVERAGE ANALYSIS:  
STOLLI® LIME: STOLI CALORIES 95, CARBOHYDRATES 0.40g, FAT 0g, PROTEIN 0g  
STOLLI® CUCUMBER: CALORIES 95, CARBOHYDRATES 0.23g, FAT 0g, PROTEIN 0g  
STOLLI® OHRANJ™: CALORIES 95, CARBOHYDRATES 0.40g, FAT 0g, PROTEIN 0g  
STOLLI® RAZBERI™: CARBOHYDRATES 0.40g, FAT 0g, PROTEIN 0g  
STOLLI® CITROS™: CALORIES 95, CARBOHYDRATES 0.40g, FAT 0g, PROTEIN 0g