



BRAND OVERVIEW

Using Suntory's unique Freeze Crush Infusion technology (FCI), whole fruit is frozen in liquid nitrogen at exactly -196°C, crushed, and then infused with premium vodka to capture the whole fruit flavor and create **-196 Vodka Seltzer**.

Legendary in Japan, Now Crafted in the U.S.

- Inspired by Suntory's #1 Best-Selling RTD in Japan at 29 million cases per year¹, now created for the U.S. market
- Japanese heritage & proprietary FCI process are appealing product features²

Whole Fruit Flavor and Only 3g Sugar

- Liquid is perceived as better than other lemon-flavored offerings and motivates strong purchase conversion³
- Nutritional claims resonate and are appealing product features to our consumers³

Premium Vodka

- Our target consumer leans heavily into spirit-based RTDs and are willing to pay more for quality⁴



WHY -196

- Sampling conversion rate for -196 is **2.5x** above category norms⁵
- Spirit-based Seltzer sales + **78%** vs. YA, compared to Malt-based Seltzers declining -14% vs. YA⁶
- Vodka-based Seltzers are growing **+73%** vs. YA⁷
- 8-packs have grown **6.2x faster and +195%** vs. YA compared to 4 packs⁷

PRODUCT PORTFOLIO

PRIORITY #	1)	2)	3)	4)
VARIANTS	 Variety Pack/8pk-355ml Cans	 Lemon/4pk-355ml Cans	 Grapefruit/4pk-355ml Cans	 Peach/4pk-355ml Cans
SUGGESTED PRICING	\$19.99 / 8pk Price Parity to High Noon	\$10.99 / 4pk Price Parity to High Noon	\$10.99 / 4pk Price Parity to High Noon	\$10.99 / 4pk Price Parity to High Noon
PRODUCT DETAILS	3g sugar, 139 calories, 6% ABV > Made with whole fruit flavor, premium vodka, and natural sweetener	3g sugar, 139 calories, 6% ABV <small>(Per 12 Fl. Oz. Average Analysis: Calories: 139; Carbs: 3.4g; Protein: 0g; Fat: 0g)</small>	2.5g sugar, 136 calories, 6% ABV <small>(Per 12 Fl. Oz. Average Analysis: Calories: 136; Carbs: 2.6g; Protein: 0g; Fat: 0g)</small>	2g sugar, 130 calories, 6% ABV <small>(Per 12 Fl. Oz. Average Analysis: Calories: 130; Carbs: 2.1g; Protein: 0g; Fat: 0g)</small>
FLAVOR CUES	 Lemon, Grapefruit, Peach	Appearance: Crystal clear, Sparkling Aroma: Fresh lemon peel and lightly sweet lemon Taste: Tart and lightly sweet with characteristics of fresh lemon Finish: Clean, mouthwatering	Appearance: Crystal clear, Sparkling Aroma: Fresh ruby grapefruit, delicate floral Taste: Bold fresh grapefruit, well-balanced tartness and sweetness Finish: Crisp, clean	Appearance: Crystal clear, Sparkling Aroma: Sweet bold Yellow Peach aroma and light floral Taste: Bold peach, Brilliant, and slightly tart Finish: Slightly sweet, tart, clean
UPC/SCC	080686007630 / 10080686007637	080686004578 / 10080686004582	080686007579 / 10080686007583	080686007616 / 10080686007620

1)Strong Zero No. 1 Premix Brand in Japan, 2021 Sales Volume, IWSR. 2)NIQ BASES Quick Predict (Round 4), Volumetric Forecast BASES #220566, #220657, July 2023 3)AMC Post Launch Consumer Survey, July 2023 (n = 100) 4)2023 Ipsos US RTD/RTS Exploratory Research Quant. Report 5)Consumer Sampling: June 2023, IL/OH/CA (n = 4,582) 6)NIQ Discover: Scan OFF Channels; L52 weeks ending 07/08/2023 vs YA 7)Nielsen TTL US xAOLiq Plus + C-store, L13 w/e 3/25/2023 vs. YA

LAUNCH PROGRAM



Launch Timing: 2/1/2024

Weeks to Win:

- w/o 5/19
- w/o 5/26 (Memorial Day)
- w/o 6/2
- w/o 7/14 (Post 4th of July)
- w/o 7/21
- w/o 7/28

Objective: Grow distribution and drive trial through impactful retail assets, sampling tools, and media.

Channel Priorities:

- OFP (90%): Liquor (Ind & Chain), Grocery, C-Store
- ONP (10%): Casual Night Out

Program Support: Digital & Social Media, PR, Influencers, e-Commerce, POS, Sampling, Experiential

Drink Strategy: Serve ice cold / chill cans

JOBS TO BE DONE

DRIVE TRIAL: Consumers are likely to purchase -196 after they have sampled the product, with conversion rates 2.5x above category norms.⁵

DRIVE DISPLAY: Consistent displays are needed, as recent learnings show that stores with quality executions, massive displays, and POS showed strong commercial performance.⁸

DRIVE COLDBOX & DRY SHELF DISTRIBUTION: Gain critical mass to increase physical availability and visibility of -196.



DISPLAY POS

- | | |
|-------------------------|----------------------------|
| Case Stack Topper | Iceberg Floor Decal |
| Pole Topper | Case Card - Large & Small* |
| 3-Shelf Corrugate Rack | Ceiling Dangler |
| Corrugate Can Standee | 3D Floor Graphic |
| Half Can Pallet Bookend | Standard Floor Graphic* |
| Base Wrap* | Gravity Feed Dispenser |
| Display Enhancer Cooler | String Banner |

SHELF AND TRANSITION POS

- | | |
|--------------------------|-------------------------------|
| Aisle Violator | Poster - Large and Small* |
| Shelf Talker* | Price Sign - Large & Small |
| Shelf/Cooler Hang | Price Spot* |
| Cooler Cling* | Window Cling - Large & Small* |
| Cooler Rack | Tin Tacker |
| Cooler Gravity Feed Rack | Neon Sign |
| | Bollard Pole Cover |
| | Entry Mat |

SAMPLING TOOLS

- Table Cloth
- Retractable Banner*
- Ice Bucket
- Sampling Cup
- Speed Opener
- Sampling Table
- Rolling Cooler
- Sampling Table Tent*
- Takeaway Card*
- Backpack Cooler
- Sampling Uniform
- Single Can Chiller
- Lemon Decor Piece

ONP/NONP TOOLS

- Pop-Up Tent
- Umbrella
- Outdoor Chair
- Step & Repeat*
- Coaster*
- Table Tent*
- Sampling Tray
- Spike Ball Game
- LED Sign

*Available on Brand Muscle
See sampling guide for available Giveaways
~Use POS where legal