

Seagram's escapes®

JAMAICAN ME HAPPINESS COLLECTION

INTRODUCING JAMAICAN ME HAPPINESS COLLECTION!

Seagram's Escapes will leverage its flavor uniqueness and equity in Jamaican Me Happy to transport consumers to our summer paradise, featuring the delicious fruit flavors of their favorite RTD, Jamaican Me Happy, plus *NEW* additions, top-noted with bright & juicy summer fruit favorites.

Featuring:

Jamaican Me Smile + **ORANGE**, Jamaican Me Glow + **PASSIONFRUIT**, Jamaican Me Sunny + **PINEAPPLE**

THE RIGHT FLAVOR & PACKAGE TO RETAIN & RECRUIT

- Jamaican Me Happy is Seagram's Escapes FLAGSHIP FLAVOR, unique to the FMB segment and totally owned by Seagram's Escapes
- Jamaican Me Happy delivered nearly \$30M in sales over the last year, it's a TOP 10 Traditional flavored malt beverage flavor, and it's turning 14X faster than traditional FMB offerings
- Jamaican Me Happiness Collection leverages equity in Seagram's Escapes #1 single flavor, Jamaican Me Happy, to pull in lapsed consumers, drive trial with 7.5oz, and garner excitement with a BIG Summer launch

THE RIGHT PACKAGE

GROCERY, C-STORE, DRUG



12PK BOTTLE VARIETY
PACK



12PK CAN VARIETY
PACK



7.5oz Can



CLUB ONLY:
VARIETY PACK 11.2OZ BTL 24PK

Priority Order



Source: Ipsos FMB Brand Tracking Study, W3 2022, Respondents who have consumed a FMB in the P6M,

Source: IRI, Unify, TTL US MULO, Traditional FMB Brands, 2023