



OFFICIAL PARTNER OF UFC

FIGHT NIGHT PACK



Knockout Punch,
Grapefruit Crush,
and Strawberry
Hard Lemonade.

READY TO SHIP DATE:

April 2024

IN-MARKET DATE:

May 2024

PKGS AVAIL:

12oz Single Serve

SRP: \$2.99

COMPETITOR BRANDS:

RTD SEGMENT

SIZES: 12oz Single Serve

UPC: 8 5005533722 0

6PK CARTON UPC



MASSIVE OPPORTUNITY TO LEVERAGE PARTNERSHIP TO DRIVE INCREMENTAL REVENUE!

UFC over-indexes with Monaco consumers!

#1 Monaco is the #1 Single Serve brand in the U.S.

29M

UFC FANS

67%

OF UFC FANS

+14% more likely than avg. adult | 114 Index
2ND highest among all major leagues

+66%

Spirits based canned cocktails lead the Adult Beverage Category in 2022

DEAL LEVEL	COST PER CASE	COST PER CAN	SUGGESTED RETAIL PRICE	MARGIN
10cs	\$54.54	4pk- 9.09 6pk- 13.64	\$11.99 \$17.99	24%
30cs	\$53.10	4pk- 8.85 6pk-13.28	\$11.99 \$17.99	26%
60cs	\$50.24	4pk- 8.37 6pk- 12.56	\$11.99 \$17.99	30%
10cs VP Mix & Match	\$50.24	\$12.56	\$11.99 \$17.99	30%



KNOCKOUT PUNCH

With the combined power of pineapple, guava, orange, cherry, apple, and passion fruit this bold tropical cocktail packs a mighty punch!

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10cs	\$27.27	\$2.27	\$2.99	24%
30cs	\$26.55	\$2.21	\$2.99	26%
60cs	\$25.12	\$2.09	\$2.99	30%



GRAPEFRUIT CRUSH

The flavor of ruby red grapefruit brings a crisp bright balance of sweet and tart with a refreshing clean finish!

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SIZES: 12oz Single Serve
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SINGLE CAN UPC



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