

# Pineapple & Orange Rum Mai Tai

<b>STYLE/PRODUCT</b>	<b>Pineapple &amp; Orange Rum Mai Tai</b>
<b>DESCRIPTION</b>	Our take on a tropical <b>Mai Tai</b> blends our Dogfish Head Rum distilled from cane sugar with the natural sweetness of pineapple juice and the citrusy tang of orange for real, balanced and bold flavor.
<b>PACK SIZE</b>	<b>4-Pack</b>
<b>PRODUCT INFO</b>	<b>Year-Round, National release</b> <b>12% ABV</b>
<b>REASONS TO BELIEVE</b>	<ul style="list-style-type: none"> <li>• <b>Rum</b> is trending in RTD Cocktails, up +40.2% YOY and is the 3<sup>rd</sup> largest spirit type among High ABV offerings.<sup>1</sup></li> <li>• <b>High (&gt;8%) ABV</b> and Mid (6%-8%) ABV make up 82% of the Canned Cocktail segment, with High ABV contributing the most at 46% and growing +45.5% YOY.<sup>1</sup></li> <li>• <b>Mai Tai</b> is the fastest-growing Rum cocktail style on menus in the last year.<sup>2</sup></li> </ul>
<b>LAUNCH TIMING</b>	March 2024
<b>PRICING</b>	\$8.99
<b>LAUNCH SUPPORT</b>	Digital, PR, sampling, POS, trade support



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