

KINKY
Aloha

FEATURED COCKTAIL

ALOHA BREEZE



KINKY
BLUE

FEATURED COCKTAIL

PATIO PUNCH



*RTS formulas replicate the flavor of each cocktail; they are not exact to the signature drink recipe.



KINKY Pre-Mixed Cocktails bring our signature drinks to life in a **NEW** convenient, easy-to-use format.



FEATURES	BENEFITS
Kinky Beverages portfolio finished 2021 +12% and shows no signs of slowing down. ³	Strong brand equity that will bring new consumers to the RTS space.
Kinky is the #1 Vodka-based Liqueur Brand in the U.S., and the #8 Liqueur Brand in the U.S. overall. ¹	Consumers new to the RTS category will find a brand they trust.
Premixed Cocktail category is +47.1% in dollar sales, with units +41.1% ²	Demand is high in this category and consumers are looking for convenience.
Within the 1.75L space, one category leader dominates, accounting for 65% of 1.75L dollar sales, <i>however</i> , both dollar and unit sales down -25% ²	Consumers are looking for new & interesting large-format RTS products

Source: ¹RI Spirits, Cognac/Vodka-Based Cordials Sub-Category – Total US – IMULO, Calendar Year 2018 Ending 12-30-18, Impact Databank 2020; ²RI, Total US IMULO, 13 WE 05/16/2021; ³VIP Reporting Depletions ending 12/31/2021



ACTIVATION TOOLS:

- POS & promotional materials
- Consumer giveaway activation
- MIR & IRC coupons where legal
- Robust digital geotargeted paid advertising
- Tasting & demo support
- Branded swag

KEY DETAILS:

- Pricing: \$17.99
- Timing: National Launch March 2022



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