

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



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

SKU DETAILS

SKU	12pk, 11.2oz BTL Variety Pack	12pk, 12oz Can Variety Pack	Jamaican Me Sunny 7.5oz can	24pk 11.2oz BTL Club Pack
FLAVORS	(3) Jamaican Me Happy (3) Jamaican Me Smile (3) Jamaican Me Glow (3) Jamaican Me Sunny	(3) Jamaican Me Happy (3) Jamaican Me Smile (3) Jamaican Me Glow (3) Jamaican Me Sunny	Jamaican Me Sunny	(6) Jamaican Me Happy (6) Jamaican Me Smile (6) Jamaican Me Glow (6) Jamaican Me Sunny
DISTRIBUTION	National	National	National	National
PRICING	Line-priced with 12pk Variety Packs	Line-priced with 12pk Can Variety Packs	Line-priced with 7.5oz cans	Line-priced with Core Club 24pk Variety Packs
CASE DIMS	15"L x 10.5"W x 8.75"H	8"L x 10.75"W x 5"H.	14"L x 9.5" W x 4.2" H	15.5"L x 10.5W x 8.75"H
CASE WEIGHT	28.34 lbs.	20.5 lbs.	13 lbs.	28.38 lbs
PALLET CONFIGURATION	12 units/layer x 6 layers/pallet = 72 units/pallet	12 units/layer x 10 layers/pallet = 120 units/pallet.	13 units/layer x 11 layers/pallet = 143 units/pallet	12 cases per layer x 6 layers per pallet = 72 cases per pallet
PALLET WEIGHT	2,040.48 lbs.	2,460 lbs	1,882.34 lbs.	2,040.48 lbs



JAMAICAN ME HAPPY
11.2 FL. OZ BOTTLE



JAMAICAN ME SMILE
11.2 FL. OZ BOTTLE



VARIETY PACK
11.2OZ BTL 12 PK



JAMAICAN ME GLOW
11.2 FL. OZ BOTTLE



JAMAICAN ME SUNNY
11.2 FL. OZ BOTTLE



VARIETY PACK
11.2OZ BTL 24 PK



JAMAICAN ME HAPPY
12OZ CAN



JAMAICAN ME SMILE
12OZ CAN



VARIETY PACK
12OZ CAN 12 PK



JAMAICAN ME SUNNY
12OZ CAN



JAMAICAN ME GLOW
12OZ CAN



JAMAICAN ME SUNNY
7.5 FL. OZ CAN



Shelf Set Standards

Large Format

