

KINKY®

FLAVOR OUTSIDE THE LINES

1 **Fruit Flavored Liqueur is Outpacing the Category**

Total fruit flavor liqueur volume is **outpacing both overall Liqueur AND Cordial category by +4%**, respectively¹.

2 **Kinky ranks #4 in ALL 50mL Cordials**

Kinky 50mL size continues to climb with **shipments +43% YTD²**, and **depletions up nearly +24% YoY³**.

3 **Unmatched, Unique and Unlike Any Other Liqueur**

- **Flavor Variety.** A taste for all, with 9 unique flavor fusions.
- **Size Options.** A variety of sizes allowing for versatility in cocktails, shots or as a stand alone
- **Brand Love.** Kinky is unparalleled in the category, creating a loyal consumer base with a deep connection with over +500k fans.

