

# ON THE ROCKS™

PREMIUM COCKTAILS

## ON THE ROCKS™ PREMIUM CARBONATED COCKTAILS

### CRAFTED BY BARTENDERS USING PREMIUM & RECOGNIZABLE SPIRITS

Effen® Vodka, Cruzan® Rum, Tres Generaciones®

### MADE WITH THE BEST INGREDIENTS

No artificial colors, sweeteners, or preservatives

### 11% ABV FOR A TRUE-TO-COCKTAIL EXPERIENCE & EASY DRINKING

39% of prepared cocktail \$ sales come from offerings between 9-16%<sup>2</sup>

## NEW COCKTAILS HIT ON ALL KEY PURCHASE DRIVERS

### THE RIGHT COCKTAILS

46% of consumers are interested in purchasing classic cocktails in a can<sup>1</sup>

### THE RIGHT FLAVORS

45% of consumers are interested in purchasing fruity cocktails in a can<sup>1</sup>

### THE RIGHT SPIRIT BASES

Vodka, tequila, and rum are the most popular spirit bases for canned cocktails<sup>1</sup>



THE MARGARITA, MOJITO, AND MULE CONTINUE TO BE TOP-ORDERED COCKTAILS IN THE ON-PREMISE<sup>3</sup>

## PRODUCT DETAILS & TASTING NOTES



**FORMAT:** 4pks | 12oz slim cans  
**ON SHELF:** June 2024  
**ABV:** 11%/22 Proof  
**SRP:** 110 to Cutwater® Canned Cocktails

**3 DELICIOUS FLAVORS**  
 Sparkling Lime Margarita,  
 Mango & Mint Mojito,  
 Cucumber & Lemongrass Mule

COCKTAIL	Cucumber & Lemongrass Mule	Mango & Mint Mojito	Sparkling Lime Margarita
SPIRIT	Effen® Vodka	Cruzan® Rum (50% light, 50% dark)	Tres Generaciones® Plata Tequila
TASTING NOTES	Fresh cucumber on the nose, balance of spicy ginger and cucumber and a hint of lemongrass mid pallet	Combination of mint and mango on the nose, robust mint in mid pallet with juicy mango character, lingering note of mint and dark rum	Amazing nose of tequila and agave, pop of lime and soft hint of orange, nice finish of tequila and refreshing bubbles
Can UPC	080686008750	080686008743	080686008774
Case SCC	10080686008757	10080686008740	10080686008771
Pack UPC	080686008835	080686008828	080686008859

1. SIP 2023 Canned & RTD Beverages; 2. \*Nielsen dataset, directional data information on size of prize; 3. CGA STRATEGY

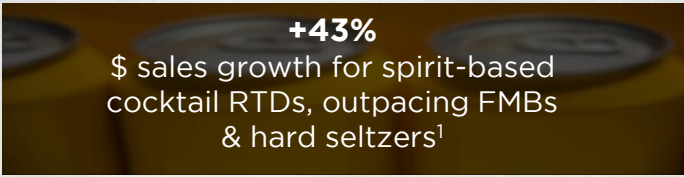


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## WHY IS NOW THE TIME FOR ON THE ROCKS™ PREMIUM CARBONATED COCKTAILS?

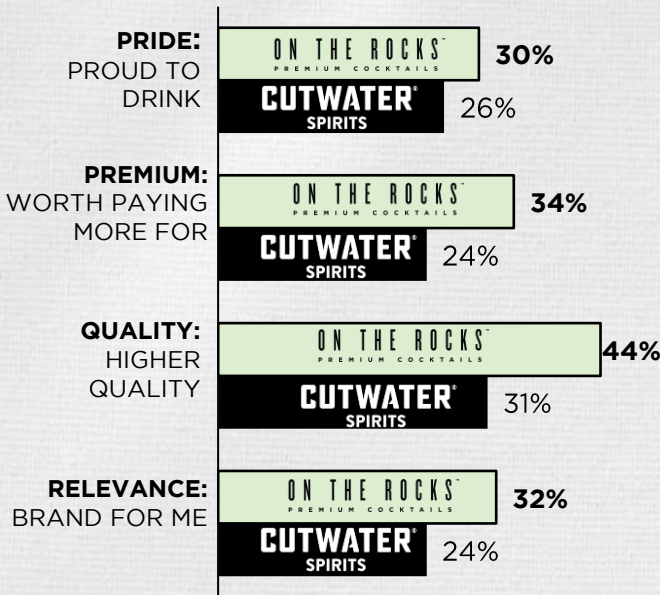
### SPIRIT-BASED CANNED COCKTAILS CONTINUE TO SOAR



### OTR ALREADY HAS PROVEN SUCCESS IN PREPARED COCKTAILS

**OUTPERFORMS THE CATEGORY**  
Last 5 years OTR has outperformed the prepared cocktails category (+138% vs. +48%)<sub>5</sub>  
**HITS ON KEY PURCHASE DRIVERS**  
Appealing flavors, new & different, appealing bottle  
**EXCEEDS EXPECTATIONS**  
98% of recent OTR drinkers would purchase again & 99% said the brand met or exceeded their expectations

### OTR IS PERCEIVED AS HIGHER QUALITY COMPARED TO RTD COMPETITORS<sup>4</sup>



### NEW CANS WILL EXPAND THE OTR FRANCHISE & RECRUIT NEW CONSUMERS

Only 7% of households purchase both RTD cans and bottles. New canned cocktails will recruit **INCREMENTAL** consumers to OTR<sup>2</sup>

OTR RTS spikes in the winter while RTDs spike in the summer – new offering will expand the brand to outdoor occasions & warmer seasons<sup>3</sup>

## MARKETING SUPPORT & SHELF STANDARDS

### MEDIA

~\$16MM in targeted media across On The Rocks™ Premium Cocktails masterbrand; \$500k dedicated to social in launch markets in the summer of '24

### SAMPLING

Significant sampling in lead markets to support retail placements and drive trial with consumers

### POINT OF SALE

Corrugate 3-shelf floor stands, pole toppers, cooler clings, case cards, ceiling banners, shelf talkers, koozies



Avoid placements directly next to seltzer-based products such as High Noon®.

Within the RTD shelf, position On the Rocks™ Premium Carbonated Cocktails adjacent to Cutwater® and other cocktail forward RTD propositions.

1. Nielsen US xAOC + Conv L52 wks w/e 1/27/24; 2. NielsenIQ | Homescan Premium Panel | Buyer Exclusivity and Duplication | Total US - All Outlets | 52 W/E 02/25/23; 3. Nielsen dataset, directional data information on size of prize; 4. Consumer Impact Report 5. Nielsen xAOC 2023 Calendar Yr Sales