

# COOK'S STRAWBERRY MIMOSA

<b>PRODUCT PROPOSITION</b>	<ul style="list-style-type: none"> <li>A flavor extension of Cook's Mimosa, made with premium California Champagne mixed with real fruit juices and strawberry flavor</li> <li>Ready-to-serve sparkling cocktail in a 750ml format designed to help Zillennial multicultural consumers cut time prepping, while delivering a sweet and refreshing taste, unique flavor profile, and elevated experience</li> </ul>
<b>REASONS TO BELIEVE</b>	<ul style="list-style-type: none"> <li>Cook's is #1 Brand in Mainstream Sparkling<sup>1</sup></li> <li>Cook's Mango Mimosa is #1 growth-driving SKU in Mimosa segment, #3 growth-driving SKU in Popular Sparkling after just 3 months in market<sup>2</sup></li> <li>Line extension flavor, Strawberry shows strong consumer opportunity and minimal cannibalization to existing Mango SKU</li> </ul>
<b>CONSUMER TARGET</b>	<ul style="list-style-type: none"> <li><b>Savvy Life Maximizers:</b> Multicultural Zillennials, Age 21-44, 60/40 Female/Male split; consumers focused on having fun, trying new products, and following trends</li> <li>Millennial and Gen Z multicultural consumers value convenience and unique flavor experiences: Cook's Mimosa is designed to help them cut time prepping while providing a flavor they can't recreate at home. In consumer research, Strawberry Mimosa was found most unique and had higher-than-average purchase intent by our target consumer.</li> </ul>
<b>TECHNICAL DETAILS<sup>3</sup></b>	<ul style="list-style-type: none"> <li><b>Varietals:</b> Sparkling</li> <li><b>Flavor:</b> Strawberry</li> <li><b>Appellation:</b> California</li> <li><b>ABV %:</b> 10%</li> <li><b>Size:</b> 750ml</li> <li><b>Packaging:</b> 12 units per case</li> <li><b>Pricing:</b> line priced with Cook's core 750ml, \$9.99 Everyday</li> </ul>
<b>VOLUME BENCHMARKS</b>	<ul style="list-style-type: none"> <li><b>Cook's Brut 750ml:</b> 20% of distribution, 30% of velocity</li> </ul>
<b>CHANNEL GUIDANCE</b>	<ul style="list-style-type: none"> <li>Everywhere Mainstream and Premium             <ul style="list-style-type: none"> <li>95% Off-Premise: Grocery, Liquor, Convenience</li> <li>5% On-Premise: Recreation, Casual Dining/Bar</li> </ul> </li> <li>National/Regional should follow Y1 Mango Mimosa allocations, roughly 60% National, 40% Regional</li> </ul>
<b>KEY COMPETITIVE SET</b>	<ul style="list-style-type: none"> <li>André Mimosa (Strawberry, Pineapple, Mango)</li> <li>Soleil Mimosa</li> </ul>
<b>SHELF STANDARD RECOMMENDATION</b>	<ul style="list-style-type: none"> <li>Ideal placement: COLD BOX, on shelf next to Cook's Brut 750ml</li> <li>Key Adjacencies: André Mimosa (Strawberry or Pineapple)</li> </ul>
<b>MARKETING SUPPORT</b>	Expect increased marketing for Cook's Mimosa platform in FY26 vs. FY25 - POS, coupons, demos, 3TE, FIRST EVER MEDIA



<sup>1</sup>Total US, MULO+C, L52W ending 5/19/24. <sup>2</sup>Total US, MULO+C, L12W ending 5/19/24. <sup>3</sup>Technical details subject to change pending final formula