

ON THE ROCKS™

PREMIUM COCKTAILS

NEW FLAVOR
In-Field 1/2025

REACH THE SOPHISTICATED, FLAVOR-SEEKING CONSUMER WITH A VIBRANT TWIST ON A CLASSIC COCKTAIL.

On-trend cocktails crafted by award winning bartenders so you can Bar Wherever You Are

THE LEMON DROP MARTINI

CRAFTED WITH

EFFEN®
VODKA

This Lemon Drop Martini is expertly crafted for the perfect blend of a classic taste and striking elevation. Crisp, refreshing, and slightly sweet, just pour this cocktail over ice to treat yourself to layers of lemon, hints of basil and elderflower and a vanilla finish. All cut through with crystal-clear EFFEN® Vodka.



THE OPPORTUNITY

- 1** The popularity of Spirit-Based Cocktails is reinforced by its double-digit growth over other offerings, **+36%**, versus FMBs +11% & Seltzers -18%. (1)
- 2** **7 in 10** consumers prefer vodka-based drinks & Lemon Drop Martini is the **#5** vodka cocktail on bar menus, **+7%** (2); OTR brings this top cocktail in-home as the **#1 Ready-to-Serve brand**.
- 3** **65%** of consumers enjoy colorful cocktails, as shoppers increasingly seek out exciting, mood-lifting sensory experiences & novelty. (4)
- 4** **51%** of RTD shoppers prioritize refreshment; OTR's citrus offering provides a sophisticated refreshment & easy-drinking. (6)
- 5** RTD shoppers are high-frequency customers, with **81%** purchasing at least 1x/month & shoppers spending **21%** more per basket than rest of spirits. (2)

(1): NIQ Total Off-Premise L52 through 5.18.24
(2): IPSOS P2P Study
(3) 2022 Ipsos RTD Quant Report

(4) Datassential 2022 study.
(5) R12M 8LL Depletion Vol as of Nov '23
(6) 2023 IWSR RTD Market Analysis

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PRODUCT DETAILS:

Size: 750ML, 375ML

Proof: 40 / 20% ABV

In-field: 1/1/25

MSRP: 750 ml: \$24.99
375 ml: \$12.99

COLOR	 Freshly squeezed juicy lemon
AROMA	 Garden herbs and elderflower with lemon zest
TASTE	 Sweet basil and floral juicy vodka lemon martini
FINISH	 Tart lemon with delicate floral vanilla and herbal notes
SERVE	 Recommended consumption: over ice. Optional garnish: Sugar rim with lemon wheel

SHELVING GUIDANCE

POSITION & FLOW

Lemon Drop Martini



Position: Eye Level of the RTS ambient shelf or the Cold Box. OTR should have the #1 Shelf Position as the category-leader.

Flow: Cosmo > Marg > Jal Lime Marg > Old Fashioned > Seasonal LTO > Strawberry Daq > **Lemon Drop Martini** > Espresso Martini > Manhattan > Mai Tai > Aviation

COLD BOX OPPORTUNITY

Position: Eye-level or top shelf, near Premium+ spirit-based cocktails, adjacent to other OTR offerings.

Opportunity:

- 74% of shoppers *prefer* their RTDs chilled & 45% consume same-day ⁽³⁾
- 50% of *all RTD shoppers* expect to find OTR in the Cold Box ⁽²⁾
- OTR has a **51%** cold-box lift, greater than the next 4 leading competitors ⁽¹⁾

For more information on all our brands, visit
OTRCKOCKTAILS.COM