

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

On-trend cocktails crafted by
award winning bartenders

**THE
MARGARITA**

CRAFTED WITH



Sweet. Sharp. Sublime. The quintessential good-time drink is a masterclass in balance. The hit of citrus from lime and Triple Sec, grounded by the herbal aroma of Hornitos Plata Tequila. A little kiss, a little kick.

THE OPPORTUNITY

- 01** The popularity of Spirit-Based Cocktails is reinforced by its double-digit growth over other offerings, +17% versus FMBs +7% & Seltzer -11%.⁽¹⁾
- 02** Margaritas are the **#1** most popular cocktail in the US, based on both menu penetration & off-premise Prepared Cocktail sales.^{(4) (1)}
- 03** On the Rocks Margarita is the **#1** bottled Tequila prepared cocktail, with volume +9% & a stronger velocity than the next two competitors.⁽¹⁾
- 04** OTR is the **#1** Ready-to-Serve Brand with volume +7%, and the **#3** Tequila RTS brand with sales +18%.⁽¹⁾
- 05** Consumers are prioritizing transparency and seeking products whose ingredients match the flavor profile.⁽³⁾



(1): NIQ Total Off-Premise L52 through 11/2/24

(2): IPSOS P2P Study

(3) 2023 IWSR RTD Study

(4) Menu Insights, Datassentials





(5) R12M 9L Depletion Vol as a Nov '23

ON THE ROCKS™

PREMIUM COCKTAILS

ABOUT ON THE ROCKS

Developed by mixologists with award-winning cocktail programs, On The Rocks cocktails combine premium branded spirits, natural flavors and pure creativity in one upscale, ready-to-serve product.

COLOR 	Pearlescent cloudy white
AROMA 	Fresh squeezed lime blended with tequila agave notes
TASTE 	Tart, zesty lime with peeking notes of tequila
FINISH 	More sweet & slightly tart, fading to lime

PRODUCT DETAILS

ABV / Proof: 20% / 40

MSRP:

100ML PET: \$3.99

200ML PET: \$7.99

375ML: \$12.99

750ML: \$24.99

UPC/SCC Codes:

100ML PET: 855880008093/50855880008098

200ML PET: 80686897033/10080686897030

375ML: 855880008116/20855880008110

750ML: 80686897170/10080686897177



SHELVING GUIDANCE



750 & 375ML ACCELERATION

- **50%** of buyers purchase both 750ML & 375ML.⁽⁴⁾
- 750ML & 375ML shared placement accelerates OTR sales **+16%** & shopper basket value **+21%**.⁽⁵⁾

POSITION & FLOW

Position: Top to eye level of the RTS ambient shelf. OTR should have the #1 Shelf Position as the category-leader.

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

COLD BOX OPPORTUNITY

Position: Top to eye level, 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⁾

Back page:
 (1) 2023 Nalibiter POS Effectiveness Study
 (2) NIO TUS L52 thru 9/7/24
 (3) Retailer X Sales Data
 (4) NIO Buyer Exclusivity Study
 (5) Total US Depletions, OTR