

# ON THE ROCKS™

PREMIUM COCKTAILS

LIMITED RELEASE  
In-Field 3/1/25

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

On-trend cocktails crafted  
by award winning bartenders

## THE BLUE HAWAIIAN

CRAFTED WITH

**CRUZAN®**  
RUM

Inspired by the bright & breezy shores of Honolulu, Hawaii, the Blue Hawaiian blends light rum and zesty orange notes of blue curacao liqueur with the flavors of toasted coconut, juicy pineapple and a hint of paradise. Sip into vacation mode with the perfect companion for beachside getaways and lounging under the sun.



## 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%.<sup>(1)</sup>
- 2** OTR is the **#1 Ready-to-Serve Brand** with volume **+12%**.<sup>(1)</sup>
- 3** Colorful cocktails generate strong consumer interest (**65%**) as shoppers look for mood-lifting & novel tastes that play on nostalgia via sweet, fruity flavors.<sup>(3)</sup>
- 4** Blue Hawaiian is OTR's best-selling Limited Release ever; it's on pace to sell over 1M bottles in 2024 & became the **#1 rum Ready-to-Serve** in launch-year.<sup>(1)</sup>
- 5** Blue Hawaiian has won multiple prestigious taste awards, including gold at the 2024 IWSC.

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## PRODUCT DETAILS:

Size: 375ML  
 Proof: 40 / 20% ABV  
 In-field: 3/1/25  
 MSRP: \$12.99  
 UPC/SCC Code:  
 80686008064/10080686008061

<b>COLOR</b>	Bright aquamarine blue
<b>AROMA</b>	Toasted coconut, tropical fruit, and rum
<b>TASTE</b>	Rum forward with pineapple, coconut, and citrus with moderate sweetness
<b>FINISH</b>	Coconut, rum finish

## SHELVING GUIDANCE

## POSITION & FLOW

### Seasonal LTO Location



**Position:** 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:** 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](http://OTRCKOCKTAILS.COM)

Front page:  
 (1) NIQ TUS L52 thru 9/7/24  
 (2) RTD IPSOS DS 2021 Study  
 (3) Datassential 2022 Study  
 (4) Suntory Internal shipments data 2024