

The first Sparkling Pink Grapefruit
from the

**#1 PREMIUM MIXER BRAND
IN THE U.S.**

Fever-Tree Sparkling Pink Grapefruit is a delicious soda made with a refreshing upfront burst of fresh grapefruit, carefully balanced with **soft pink grapefruit floral notes**. The perfect levels of carbonation provide a rounded base which complements the best premium tequilas and vodkas for a refreshing, light spritz. With **just 30 calories per 6.8 fl. oz. bottle**, Sparkling Pink Grapefruit can also be enjoyed as a crisp, refreshing soft drink.

FLAVOR PROFILE

AROMA

Fresh, sweet, and tangy

FLAVOR

Deliciously juicy, with a bitter, yet sweet flavor with fresh and floral notes



NO ARTIFICIAL
COLORS

NO ARTIFICIAL
SWEETENERS

GLASS BOTTLES

STEEL CROWN

CARDBOARD SLEEVES (4 PACK ONLY)

CARDBOARD TRAY

Introducing **FEVER-TREE** SPARKLING PINK GRAPEFRUIT



WHY SPARKLING PINK GRAPEFRUIT?

- Sparkling grapefruit market now \$160m in size, poised to continue growing as tequila is now the #1 spirit by value in the United States.
- Grapefruit features in the top 10 most popular cocktail flavors in North America and has grown 1.5x as a flavor since last year.
- The Paloma (simple drink made from just Tequila and Grapefruit) is the second-biggest tequila cocktail on U.S. menus.
- Fever-Tree's Sparkling Pink Grapefruit is the #1 premium sparkling grapefruit mixer.
- At +21%, Fever-Tree outpaces an already growing sparkling grapefruit mixer category.

FEVER-TREE IS LEADING THE PREMIUM MIXER SPACE

- NY International Spirits Competition named Fever-Tree the Mixer Brand of the year in 2024 for the 5th year in a row.
- Voted #1 Selling & Top Trending Mixer 11 years in a row from Drinks International.
- Awards: 2023 The fifty best Mixers, Gold 2022 Tales of the Cocktail Spirited Awards, Top 10 Nominees, 2021 SIP Awards, Platinum, 2020 Ultimate Spirits, Chairman Award, Platinum, 2024 SIP Awards, Gold -95, 2024 New York International Spirits Competition

NATURALLY-SOURCED INGREDIENTS

- The grapefruit blend includes handpicked red and pink grapefruits.
- A team of experts work to ensure the perfect growth and harvest of the fruit for the future juice processing. The crops are continuously audited with the highest quality standard allowing us to grow the best fruit only a few kilometers away from the **Mediterranean Sea**.



FEVER-TREE

IF $\frac{3}{4}$ OF YOUR DRINK IS THE MIXER, MIX WITH THE BEST

FEVERTREE USA INC. NEW YORK, NY. PLEASE ENJOY RESPONSIBLY.

FEVER-TREE