

# *Spritz like an Italian!*

SOCIAL&CO. THE READY TO ENJOY SPRITZ.

**SPRITZ IS HUGE** - +79million servings in USA per year. Already the most popular cocktail in 22 US states. Overall most popular cocktail in the USA.

**SPARKLING WINE, REAL FRUIT JUICE & SPRITZ BOTANICALS** - No added sugar. Smooth, natural tasting and deliciously effervescent. Wider distribution opportunities vs spirits. RTD wine cocktails \$1.3 Bn +11%.

**ALL NATURAL** - No artificial colors, flavors or synthetic preservatives. Gluten free.

**FOUR FLAVORS** - Full bodied, aromatic & crisply juicy: Classic Orange (Arancia Classico), Lemon (Limone Rinfrescante), Strawberry (Fragola Rosa), Ruby Grapefruit (Pompelmo Rosso).

**8% ABV** - Low alcohol is surging trend. RTD and better-for-you products are driving Alc.-Bev growth. Social&Co is an easy drinking, sessionable yet full-flavored spritz.

**READY TO ENJOY** - Just pour over ice and garnish. Available in 750ml glass bottles & 200ml cans in 4-pack

**SPRITZ SOCIALE** - Celebrate "L'ora Sociale", the social hour. Happy hour just got a lot more sexy. Spritz is more than a drink, it's a vibe.

**PAIR WITH SMALL BITES** - The Italian lifestyle of Spritz + Cicchetti.

**APPROACHABLE PRICING** - SRP of \$14.99/750ml bottle or 4-pack of 200ml cans.



## *L'ora Sociale!*



# Spritz All'Italiano!



## POMPELMO ROSSO

### RUBY GRAPEFRUIT SPRITZ

Bright, Citrusy Grapefruit with a Tart Grown-Up Juiciness.

Crisp Rosé Wine Infused With Grapefruit Juice, Grapefruit Oil, Italian Lemon Oil, Lime Oil, Natural Flavor & Spritz Botanicals.

#### 12 X 750ML CASES



#### 750ML BOTTLE



#### 6 X 4PK CASES



#### CAN 4PK



## ARANCIA CLASSICO

### CLASSIC ORANGE SPRITZ

Crisp, Refreshing, Citrusy Orange with a Light Grown-Up Bitterness.

Dry White Wine Infused With Orange Juice, Citrus Oils, Natural Flavor & Spritz Botanicals.

#### 12 X 750ML CASES



#### 750ML BOTTLE



#### 6 X 4PK CASES



#### CAN 4PK



## LIMONE RINFRESCANTE

### ZESTY LEMON SPRITZ

Bright, Sunny, Refreshing. Summery Zesty with a Faint Hint of Citrus Sweetness.

Crisp White Wine Infused With Lemon Juice, Lemon Oil, Citrus Oils, Natural Flavor & Spritz Botanicals.

#### 12 X 750ML CASES



#### 750ML BOTTLE



#### 6 X 4PK CASES



#### CAN 4PK



## FRAGOLA ROSA

### STRAWBERRY SPRITZ

Bright. Refreshing, Sweet & Tart. Lightly Juicy.

Crisp Rosé Wine Infused With Strawberry Juice, Vermouth, Italian Lemon Oil, Natural Flavor & Spritz Botanicals.

#### 12 X 750ML CASES



#### 750ML BOTTLE



#### 6 X 4PK CASES



#### CAN 4PK

