

ABSOLUT.®

INTRODUCING TWO NEW FLAVORS OF ABSOLUT COCKTAILS

*BAR QUALITY READY-TO-SERVE
VODKA COCKTAILS
FROM THE #1 PREMIUM
IMPORTED VODKA BRAND*

Size: 750ml Bottle

SRP: 90 Index to Original/Flavors
(~ \$2 below), \$16.99 SRP average

ABV: 20% | **Servings Per Bottle:** 10

Launch Timing: February 2025

**UPDATED
PRICING
STRATEGY!**



INSIGHTS/TRENDS

- 50% OF CONSUMERS ARE BUYING PREPARED COCKTAILS¹
- PREPARED COCKTAILS IS THE FASTEST GROWING SPIRITS CATEGORY, +48% vs. 4YA²
- ABSOLUT COCKTAILS WAS RATED AS ON PAR OR BETTER THAN LEADING COMPETITION³

CATEGORY OPPORTUNITY

- VODKA IS THE #1 SPIRITS BASE FOR PREPARED COCKTAILS⁴
- THERE IS STRONG APPEAL OF ABSOLUT COCKTAILS BEYOND VODKA CONSUMERS⁵
- ABSOLUT COCKTAILS IS A TRADE UP OPPORTUNITY FOR CONSUMER FROM RTD & OTHER RTS⁵

COSMO & ESPRESSO MARTINI DOMINATE

- ESPRESSO MARTINIS ARE EXPLODING WITH +110% 4YR GROWTH⁶
- COSMO IS A LEADING VODKA COCKTAIL WITH 70% CONSUMER RECOGNITION⁶
- BOTH ESPRESSO MARTINI AND COSMO ARE TOP 5 VODKA COCKTAILS ON MENUS⁶

¹ Source: SSG HD DEMAND

² Nielsen Total US xAOC + Liquor Plus L52 W/E 7/06/24 Volume vs. 4YA

³ MMR Study "VALIDATING ABSOLUT RTS COCKTAILS" December 2022; NIQ BASES Creative Product AI Absolut RTS Cosmo & Espresso Martini Feb '24

⁴ Nielsen IQ AOD Total US xAOC + Liq Plus Current 52wks ending 7/06/24

⁵ Nielsen IQ BASES Absolut RTS Retest QP & Forecast-December 2022

⁶ 10. Datassentials Menu Trends FEB'24

ABSOLUT[®] COCKTAILS LAUNCH SUPPORT

MEDIA SUPPORT (AS PART OF BORN TO MIX 2.0 CAMPAIGN)

MAY

JUNE

JULY

AUG

SEPT

AWARENESS



ECOMMERCE

IN STORE TOOLS (FPO)



Off Premise POS Elements (each flavor)

- 3 Case Corrugate Rack
- One Case Bin w/ Header Card
- Case Card
- Case Talker
- Shelf Talker
- Shelf Card w/ Clip
- Price Spot
- Necker
- Display Enhancer
- Pop-up Banner

RETAIL STANDARDS

RETAIL STANDARDS:

PRICE INDEX: LINE PRICED TO ABSOLUT ORIGINAL

SHELF LOCATION: IN RTS SET, ADJACENT TO ON THE ROCKS

FACINGS: MUST BE INCREMENTAL, IDEALLY 2 FACINGS

CHANNEL PRIORITY: LIQUOR (CHAIN + INDEPENDENTS), GROCERY, MASS



PRODUCT SPECS

SKU	Classic Cosmo (12 in case)	Espresso Martini (12 in case)
UPC	0-89540-53647-7	0-89540-53648-4
SCC	100-89540-53609-2	100-89540-53628-3
NABCA	396-56753-75	396-56752-75
Item Code	22A08001	23A08001
Shipper Size	14.3L x 10.8W x 10.2H	
Pallet/Tier	55/11	
Est Case Weight	34.39lbs (15.63kg)	

FAQS

Do I need to refrigerate the product after it is opened?

- While we do suggest to refrigerate after opening for the best delivery of freshness, flavor and the most optimal drinking experience, refrigeration after opening is not required.

What is the shelf life of this product?

- Shelf life for this product is confirmed at 18 months for Espresso Martini and 12 months for Classic Cosmopolitan.

What is the caffeine content of the Espresso Martini flavor?

- The Espresso Martini RTS contains 11 mg of caffeine per 100 ml serving.