

Simply SPIKED BOLD



Our ready-to-drink line of spiked lemonades combine expertly blended alcohol and the bold yet refreshing taste of 5% real fruit juice that you can expect from Simply®. NEW Variety Pack of 12oz cans with Signature Lemonade & Cherry Limeade!

REAL
FRUIT
JUICE

BRAND HIGHLIGHTS:

Bold VP wins in multiple consumer occasions. Drinkers love the idea of a Bold VP for both frequent at-home Relax AND social occasions!

High ABV FAB outpaces total category growth by 3X In MULO + Conv Dollar Sales, vs YA

Taste is both the **#1 purchase driver** AND the **#1 unmet need** for High ABV FAB consumers.

PRODUCT SPECIFICATIONS:

- **STYLE:** Flavored Alcohol Beverage (FAB)
- **COLOR:** Hazy in the pour with slight fruit color
- **CALORIES:** 240 Per Can
- **GLUTEN FREE**
- **CARBS:** 20g Per Can
- **ABV:** 8%
- **Alcohol Base:** Alcohol (Fermented from sugar)
Does Not Contain Distilled Spirits

PLACEMENT:

Place next to existing Simply Spiked Variety Packs

PRICE GUIDANCE:

Price at parity to existing Simply Spiked Variety Packs

SKUS

40wk
Shelf Life



12PK 12OZ
CANS

Simply **SPIKED** **BOLD**



BRAND STORY

Our ready-to-drink line of spiked juices combine expertly blended alcohol and the bold yet refreshing taste of real fruit juice that you can expect from Simply®.

BRAND FACTS

- **High ABV FAB outpaces total category growth by 3X** In MULO + Conv Dollar Sales, vs YA
- Taste is both the #1 purchase driver AND the #1 unmet need for High ABV FAB consumers.
- **Bold VP wins in multiple consumer occasions.** Drinkers love the idea of a Bold VP for both frequent at-home Relax AND social occasions!

PRODUCT SPECIFICATIONS

- **STYLE:** Spiked Lemonade & Limeade
- **COLOR:** Hazy in the pour with slight fruit color
- **CALORIES:** 240 per 12oz
- **CARBS:** 20g per 12oz
- **LIGHTLY CARBONATED**
- **ABV:** 8%
- **Alcohol Base:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits
- **GLUTEN FREE**

TASTING NOTES

	Signature Lemonade	Cherry Limeade
Appearance	Freshly squeezed lemonade	Light pink with the haze of fresh squeezed limeade
Aroma	Bright, juicy lemonade	Vibrant cherry notes with slight zesty lime in the background
Taste	Robust lemonade with a balance of sweet and tart	Balanced notes of fresh cherry and lime zest
Mouthfeel		Moderate mouthfeel
Finish	Crisp, invigorating lemonade finish	Refreshing finish with a slight lingering sweet

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