



REAL
JUICY
FLAVOR WITH A
BOLD
BITE

Simply
SPIKED
BOLD



NATURAL FLAVORS WITH OTHER NATURAL FLAVORS

21+ CONTAINS ALCOHOL CELEBRATE RESPONSIBLY®

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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®.

REAL
FRUIT
JUICE

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