

HY VEE X NAKED LIFE

DTR THROUGH LOMAR ONLY- NO DSD SELL IN



Authorized SKUs



 **5 Award-winning flavors** that taste exactly like the real-deal (Mojito, G&T, Cosmo, Negroni Spritz, Margarita)
Planogrammed in 185 Stores

Merchandising Options



Pricing and Promotion

 **Every Day Pricing:**
PTR: \$42.83cs/ \$7.14 4pack unit
PTC:\$9.99/4pack; 8.4z cans

 **Fast to First Promo Launch – March 16-April 12**
PTC:\$7.49/4pack

What is Naked Life?

 A line of non-alcoholic cocktails that are free from alcohol and low in sugar and calories—with the unmistakable taste of cocktails you know and love.

 **All SKUs** are crafted with **steam distilled botanicals** to capture aromatic vapors in an intensely fragrant liquid- allowing us to create **true to cocktail flavors**

 Already the **#1 non-alcoholic cocktail brand** in Australian grocery

 **5 Calories and 0 grams of sugar**



Margarita

Tart, citrusy, and salty, followed by tequila notes

#1 cocktail flavor in the US¹

Negroni Spritz

Notes of cherry, amaro and orange, with bitter hints of cinchona and bitter orange

Viewed as the **most unique SKU** with **21-34 TAB** drinkers, bringing a unique spin to a classic³

Cosmo

Refreshing cranberry and lime flavors, top noted with subtle orange

Highest scoring with **21-34 TAB** drinkers a staple bar cocktail flavor³

Classic G&T

Subtly bitter, crisp and refreshing, with lemon, bitter orange, cinchona, and juniper berry

#1 SKU in Australia and a familiar favorite for the American TAB Drinker²

Mojito

Citrusy lime and fresh mint flavors complement notes of rich brown sugar and rum

Top 10 cocktail flavor in the US that consumers love to drink in the summertime¹



The beginnings of Naked Life started down under!



David launched Naked Life with the mission to create better beverages that can enhance every moment. Naked Life saw the need to fill a critical gap in the market, deliver on a great tasting NA Cocktail that allows consumers to embrace the moment – with or without alcohol.



David Andrew
Founder **Naked Life**



TASTE

- Taste is critical
- All cocktails are crafted with distilled botanicals
- Multiple awards in AUS and abroad



AUTHENTICITY

- Complexity of flavour
- Designed to enjoy with restraint
- Branding and experience



BETTER FOR YOU

- Sugar Free - Naturally Sweetened
- 5 calories per can



REMOVE BARRIERS

- High level of brand awareness in AUS
- RTD format easy to enjoy and low barrier

How does Naked Life stack up versus the competitive set?



There is no true leader in the NA RTD space today, we are looking to be that leader. Naked Life beats the competition on two main components:

1. The best tasting product in the market with low calories and 0g sugar
2. Competitive Pricing



	Naked Life	Free AF	Mingle	Lyre's	Ghia	Recess
Can Size	8.4z	8.4z	12z	8.45z	8z	12z
SRP (per 4 pack)	\$9.99	\$14.99	\$12.99	\$14.99	\$16.99	\$14.99
Calories	5	50	60	60	50	30
Sugar	0g	10g	12g	13g	8g	6g