

Keep It Tasty.



NÜTRL Blueberry
4-Pack 12oz Cans

Alcohol Style	Shelf-Life
Spirits Seltzers	180 Days
Alcohol Base	ABV
Vodka	4.5%

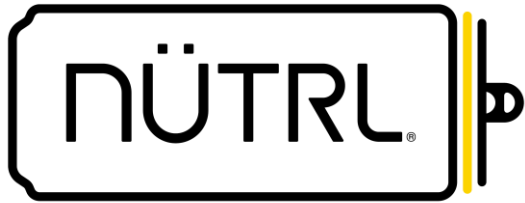
Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

Reasons To Believe		
Seltzers are a \$4.7B Category, with Spirits Seltzers Leading Category Growth (73% CAGR L4Y)	NÜTRL is #2 Spirits Seltzer Brand, and the #1 Contributor to Total Seltzer Growth	Blueberry was a \$92M flavor in Hard Beverages in 2024, and unique to NÜTRL in Spirit Seltzers
<small>(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)</small>	<small>(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)</small>	<small>(Source: CIRCANA, TUS HB L52W \$ Sales through 12/29/24)</small>

Trade & Marketing Support			
Media	Sampling	Trade Assets	Signmaking

Flavor Profile	A refreshingly light and tasty Blueberry vodka seltzer that is simple and uncomplicated.
Features/Benefits	NÜTRL Vodka Seltzer is made with vodka, seltzer, and real fruit juice. 100 Calories, Gluten free. It's a high-quality vodka seltzer that doesn't compromise taste.





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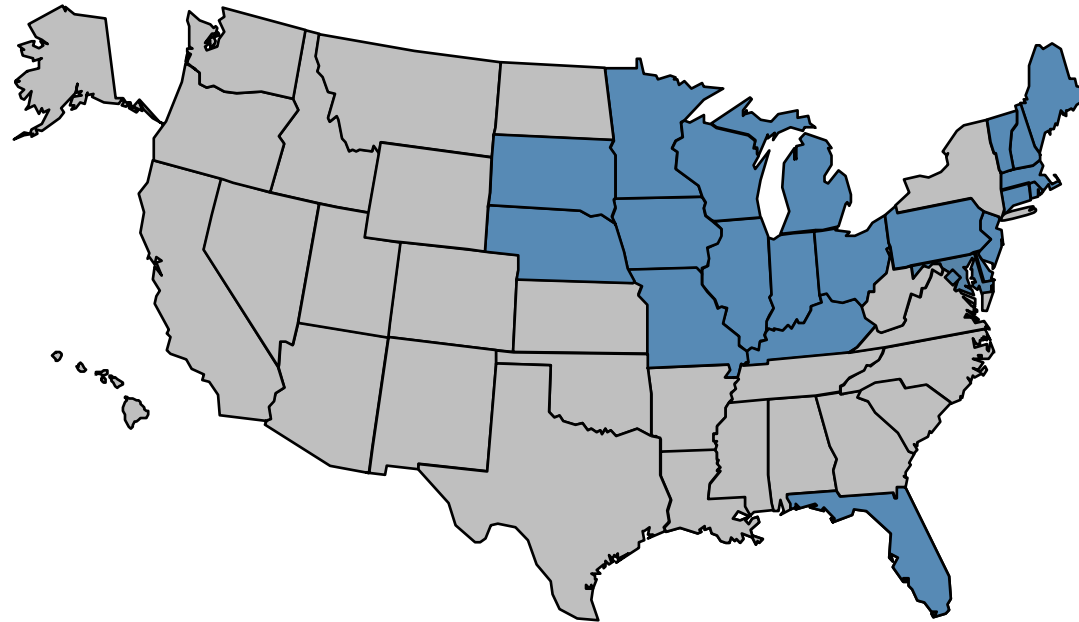


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4-Pack 12oz Cans

CASE CODE	CARRIER CODE
0 18200 29341 2	0 18200 20469 2

Price	Carrier UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability	PDCN
Line-priced with existing NÜTRL 4pks	24/12 AL SLEEK CAN 6/4 CF 018200204692	018200293412	4 17/32 x 6 13/64 x 4 35/64 x	LF, SF, Package Liquor & On- Premise	Select Markets Only	118VVS4

Select Markets in 2026



Available in: FL, ME, NH, VT, MA, RI, CT, NJ, DE, MD, PA, DC, OH, IN, IL, MI, MO, IA, NE, WI, KY, MN, and SD

