

Keep It Tasty.



NÜTRL Peach
4-Pack 12oz Cans

Alcohol Style

Spirits Seltzers

Shelf-Life

180 Days

Alcohol Base

Vodka

ABV

4.5%

Ignite Job

Invite New Consumers In

Macro Trends

Meaningfully Premium | Flavor Variety

Target Consumer

GENDER

Co-Ed

AGE

21-44

Reasons To Believe

Seltzers are a **\$4.7B Category**, with **Spirits Seltzers Leading Category Growth** (73% CAGR L4Y)

(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)

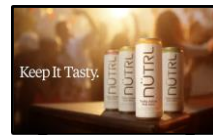
NÜTRL is **#2 Spirits Seltzer Brand**, and the **#1 Contributor to Total Seltzer Growth**

(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)

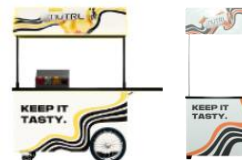
Peach is **10% of Spirits Seltzer**, representing a **\$103M market size**

(Source: CIRCANA, TUS HB L52W \$ Sales through 06/01/25)

Trade & Marketing Support



Media



Sampling



Trade Assets



Signmaking

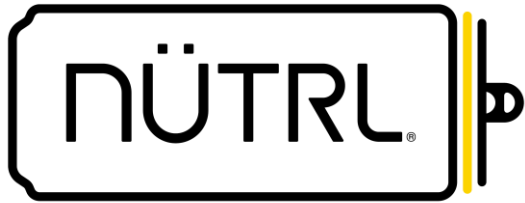
Flavor Profile

A refreshingly light and tasty Peach 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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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 018200204685	018200293405	4 17/32 x 6 13/64 x 4 35/64 x	LF, SF, Package Liquor & On-Premise	National	118HVS4

Merchandising



To be merchandised on the cold and warm shelf in the Spirits Seltzer section above Variety Packs and directly near seltzer competitors

CASE CODE	CARRIER CODE
0 18200 29340 5	0 18200 20468 5

