



Iced Teas & Lemonade 8-Pack Variety Pack

Original Tea | Half & Half |
Peach Tea | Lemonade

Alcohol Style

Spirit-Based Tea

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

Hard Tea is a **\$1.9B**
segment, growing
+32% YOY
over the last 5 years

Circana TUS HB Geo, FY2019 – 2024

Spirit-Based Teas are an
emerging distinct sub-segment,
growing by
+454% vs. YA

Circana: TUS HB Geo 2022, 2023, 2024 YTD

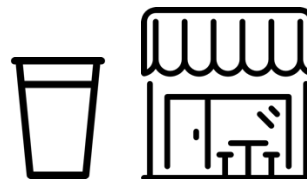
Skimmers is made with
Award-Winning Cutwater Vodka,
the #1 Spirits Based Cocktail
with 49% National Brand
Awareness

Circana TUS HB Geo Volume Share Segment Jan 22 – Jan 25

Trade & Marketing Support



Social / Digital



Sampling



Trade Assets



Sign Making

Flavor Profile

Fresh brewed iced tea and/or lemonade flavor with subtle sweetness, a touch of tart, a hint of flavor with a clean, drinkable finish

Features/Benefits

Made with our award-winning Cutwater Vodka, real tea, and natural flavors. 100 Calories, Non-carbonated, Gluten Free, and only 2 grams of sugar per 12oz can.



Iced Teas 4-Pack Single Flavor

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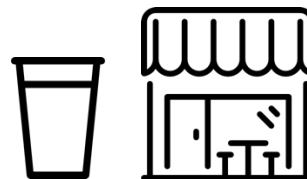
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Iced Teas
16 Ounce Cans
 Original Tea | Half & Half

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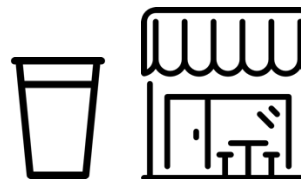
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**Iced Teas
720mL Cans**

Original Tea | Half & Half

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Spirit-Based Tea

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Alcohol Base

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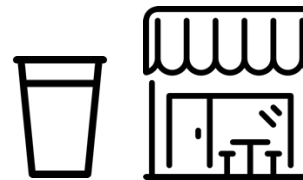
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Peach Tea | Lemonade

Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
Line-priced with NÜTRL 8pks	24/12 AL SLEEK CAN 3/8 18200204586	18200293061	L - 9 7/64" W - 4 9/16" D - 6 7/32"	On-Premise, Package Liquor, LF & SF	R3: IL, IN, KY, MI, OH, WI R4: CO, IA, ID, KS, MN, MO, ND, NE, SD R6: AZ, CA*, NV* R1: DC

Merchandising



To be merchandised
on the cold and warm
shelf directly adjacent to
other Spirits-Based Tea
competitors



STR	Price	Flavor	PDCN	Carrier UPC Code	Dimensions w" x h" x d"	Focus Channels	State Availability
3/31/25	NUTRL 8pks	SKIMMERS VODKA TEA VARIETY 8-PACK	110GVS3	18200204586	L - 9 7/64" W - 4 9/16" D - 6 7/32"	On-Premise, Package Liquor, LF & SF	R3 (IL, IN, KY, MI, OH, WI), R4 (CO, IA, ID, KS, MN, MO, ND, NE, SD), CA, NV, AZ, DC
3/31/25	NUTRL 4pks	SKIMMERS ORIGINAL VODKA ICED TEA 4-PACK	110HVS4	18200204555	L - 4 35/64" W - 4 17/32" D - 6 13/64"	On-Premise, Package Liquor, LF & SF	
3/31/25	NUTRL 4pks	SKIMMERS PEACH VODKA ICED TEA 4-PACK	110IVS4	18200204562	L - 4 35/64" W - 4 17/32" D - 6 13/64"	On-Premise, Package Liquor, LF & SF	
3/31/25	NUTRL 4pks	SKIMMERS HALF N HALF VODKA ICED TEA 4-PACK	110NVS4	18200204579	L - 4 35/64" W - 4 17/32" D - 6 13/64"	On-Premise, Package Liquor, LF & SF	
3/31/25	NUTRL 16oz single	SKIMMERS ORIGINAL VODKA ICED TEA 16oz SINGLE	110HS44	18200264740	Single 16oz: Height - 6.2" Diameter - 2.6"	C-store, Venues	
3/31/25	NUTRL 16oz single	SKIMMERS HALF N HALF VODKA ICED TEA 16oz SINGLE	110NS44	18200264757	Single 16oz: Height - 6.2" Diameter - 2.6"	C-store, Venues	

To be merchandised on the cold and warm shelf directly adjacent to other Spirits-Based Tea competitors

Variety 4 flavor 8pk	Original Tea 4pk	Peach Tea 4pk	Half & Half 4pk	Original 16oz Single	Half & Half 16oz Single
					
0 18200 20458 6	0 18200 20455 5	0 18200 20456 2	0 18200 20457 9	0 18200 26474 0	0 18200 26475 7



STR	Price	Flavor	PDCN	Full Case UPC Code	Unit UPC Code	Dimensions w" x h" x d"	Focus Channels	State Availability
5/19/25	NUTRL 720ml	SKIMMERS ORIGINAL VODKA ICED TEA 720ml SINGLE	110HGC1	18200293153	18200264788	Single 720ml: Height - 7.9" Diameter - 2.9"	C-store & Venue	R3 (IL, KY, MI, OH, WI), R4 (CO, IA, ID, KS, MN, MO, ND, NE, SD), CA, NV, AZ, FL (Select) DC*
5/19/25	NUTRL 720ml	SKIMMERS HALF & HALF VODKA ICED TEA 720ml SINGLE	110NGC1	18200293160	18200264795	Single 720ml: Height - 7.9" Diameter - 2.9"	C-store & Venue	

To be merchandised on the cold and warm shelf directly adjacent to other Spirits-Based Tea competitors

ORIGINAL 720ml

CASE CODE	UNIT CODE
 0 18200 29315 3	 0 18200 26478 8

HALF & HALF 720ml

CASE CODE	UNIT CODE
 0 18200 29316 0	 0 18200 26479 5