

COMBO CRUSH VARIETY PACK
IN-FIELD 3/26

-196
MINUS ONE NINE SIX
VODKA SELTZER

Ready to Drink
Premium Vodka Seltzer

-196: "Minus. One. Nine. Six." Legendary in Japan, Now Crafted in the U.S.

ABOUT THE BRAND

Minus 196 Vodka Seltzer is an unexpectedly bold vodka seltzer crafted using unique Japanese technology. Whole fruit is frozen in liquid nitrogen at exactly -196°C , crushed, and then infused with premium vodka to capture the whole fruit flavor and create a smooth, refreshing taste.

Whole Fruit Flavor.
Only 3G Sugar.
Premium Vodka.



A 5-Star Taste Experience*



The Opportunity

- Prepared Cocktails **Variety Packs** are a **growth engine**, owning **32%** of category sales & **60%** of innovation sales.
- 8PKs are the largest volume contributor out of all pack sizes as consumers increase their RTD consumption.² *Minus 196's* first Variety 8PK is the brand's **#1 SKU**, with **46%** of portfolio sales & \$s up **+184%** in L26 vs prior.⁴
- 77%** of consumers like buying variety packs because they "**prefer to experiment with new flavors**"¹; *Minus 196's* FC Variety offers novel flavors like Kiwi, & Yuzu, which was named the **2025 Flavor of the Year**.^{3,6}
- 28%** of consumers would be willing to pay more for spirits made with unique ingredients & qualities, like *-196's* **FC1 technology**.³
- Industry Study, *Curion*, scored *-196* liquids higher than Category leaders with a **5-star rating on superior liquids**⁵

DRINK SMART®

Source: 1. IWSR RTD Study 2024. 2) RTD Ipsos Qualitative Study. 3) Stylus Trends Report 2024. 4) NIQ L26 thru 2.22.25 5) *Curion Award*. 6) *Monin 2025 Flavor*

Drink Responsibly. *-196™* Vodka Seltzer, Made with Vodka and Natural Flavors, 5.5% Alc./Vol., ©2025 Suntory Global Spirits, Inc. New York, NY.