

# ON THE ROCKS™

bartender created cocktails



## Color

Freshly squeezed juicy lemon

## Aroma

Garden herbs and elderflower with lemon zest

## Taste

Sweet basil and floral juicy vodka lemon martini

## Finish

Tart lemon with delicate floral vanilla and herbal notes

### Presentation:

- **Serve:** Shake with Ice & Strain
- **Glassware:** Coupe Or Martini Glass
- **Garnish (Optional):** Lemon bird with sugar rim (~30% of glass)

## LEMON DROP MARTINI

On The Rocks™ Lemon Drop Martini is expertly crafted for the perfect blend of a classic taste and striking elevation. Crisp, refreshing, and slightly sweet, just pour this cocktail over ice to treat yourself to layers of lemon, hints of basil and elderflower and a vanilla finish. All cut through with crystal-clear EFFEN® Vodka.

## THE OPPORTUNITY

1

The popularity of Spirit-Based Cocktails is reinforced by its double-digit \$ growth over other offerings, **+19%**, versus FMBs -1% & Seltzers -6%.<sup>1</sup>

2

7 in 10 consumers prefer vodka-based drinks & Lemon Drop Martini is the **#5** vodka cocktail on bar menus, **+7%**;<sup>2,3</sup> OTR brings this top cocktail in-home as the **#1** Ready-to-Serve brand.

3

**65%** of consumers enjoy colorful cocktails, as shoppers increasingly seek out exciting, mood-lifting sensory experiences & novelty.<sup>4</sup>

4

**51%** of RTD shoppers prioritize **refreshment**; OTR's citrus & herbal offering provides a sophisticated refreshment & easy-drinking.<sup>5</sup>

5

RTD shoppers are high-frequency customers, with **81%** purchasing *at least* 1x/month & shoppers spending **21% more** per basket than rest of spirits.<sup>2</sup>



Blue Hawaiian won Gold at the 2024 San Francisco Ready-To-Drink Competition



And earned 95 points for Gold at the 2024 International Wine & Spirits Competition