

# ON THE ROCKS™

bartender created cocktails



## TROPICAL VARIETY PACK

On The Rocks' new Tropical Cocktail Collection is an 8-count variety pack offering four deliciously refreshing favorites to drive trial and encourage consumers to enjoy with friends!

- ✓ Crafted by bartenders
- ✓ Made with the best ingredients: No artificial colors, sweeteners, or preservatives

**Pack Size:**  
**8 x 355mL (12oz)**

### x2 Sparkling Lime Margaritas

Pop of lime and hint of orange

### x2 Sparkling Watermelon Margaritas

Sweet, ripe watermelon complemented by orange and a twist of lime and smooth tequila

### x2 Mango & Mint Mojitos

Robust mint with juicy mango character

### x2 Pina Coladas

vibrant flavors of pineapple and coconut with dark rum

## THE OPPORTUNITY

1

Spirit-based RTDs are the fastest-growing premix category & grew volume **+25%** in off-premise; **Variety Packs** account for **46%** of all Spirit RTD \$ growth as consumers seek out flavor variety, the **#1** driver of RTD choice <sup>1,2</sup>

2

**Convenience is key:** 33% of consumers drink directly from the can with convenience across occasions as a top factor, and 45% of consumers enjoy premium cocktails off-premise <sup>6,8</sup>

3

**39%** of prepared cocktail sales come from high-ABV offerings. OTR's 10% ABV cocktails provide a more sessionable variety of our full-strength cocktails so consumers can enjoy across expanded occasions<sup>5,8</sup>

4

**51%** of RTD shoppers prioritize refreshment; OTR cans provides a true-to-cocktail experience plus carbonated refreshment & easy drinking, with **98%** of those who tried OTR cans claiming they would purchase again <sup>6</sup>

5

Margaritas are the **#1** Cocktail, and Watermelon Margarita & Pina Colada the top 2 best-trending tropical cocktails from consumer research;<sup>9</sup> OTR's proposed variety pack mix provides highest overall consumer interest, capturing **63%** of consumer preference <sup>9</sup>

**Suggested Serve** Simply Chill and Enjoy

Gluten Free

On the Rocks™ Premium Cocktails, 10% Alc./Vol., ©2025 OTR Premium Cocktails, Inc., Dallas, TX

Sources: 1. NIQ Off-Prem L52 thru 7.13.24 2. IPSOS 2022 P2P Study 3. CGA Strategy 2023 4. Consumer Impact Report 5. Nielsen dataset, info on size of prize. 6. 2023 IWSR RTD Market Analysis 7. NielsenIQ Panel; W/E 02/25/23; 8. BevIndustry RTD Article, Chloe Alverson 9. Nielsen BASES Variety Rank & Sort Nov '24 10. Datassential 2024

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