

INTRODUCING

# Dirty LEMONADE

SHIPPING FEBRUARY 2026



## WHAT IS DIRTY LEMONADE?

Inspired by the bold, mix-anything world of Dirty Sodas, Mike's reimagined the trend into a smooth, non-carbonated expression with uniquely crafted flavors and an unexpected twist.

Variety 12pk 12oz Can 5%  
Dirty Lemon Secret, Dark Cherry Brew, Very Berry Grape, and Pineapple Haze

**VARIETY PACK**  
**VIP: 33036**

## NON-CARBONATED IS GROWING

Non-carbonated flavored alcohol is up 12.4% YOY, nearing 100M cases sold.<sup>1</sup>

This surge creates a huge opportunity for Mike's to capture consumers shifting to smooth, non-carbonated options.

## DIRTY LEMONADE RESONATES WITH CONSUMERS

Dirty Lemonade ranks in the top 20% of innovation tests, with 92% of consumers likely to buy and 63% saying 'definitely.'<sup>2</sup>

With Gen Z at the center of Mike's recruitment strategy, their demand for bold, playful flavors and adventurous formats are fueling a new wave of drinks.<sup>3</sup>

CARRIER

TRAY



## 12OZ FLAVORS



<sup>1</sup>Circana POS MULOC+Liquor L52W Ending 9.7.25

<sup>2</sup>IPSOS Inno Test June 2025

<sup>3</sup>MeltwaterTrendsMonitoringGenzOct2025

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