

NEW!

THE DRINK THAT DEFINED A GENERATION,
NOW GROWN UP!



4 CT CARTON UPC



12oz CAN CASE UPC



SUNNY DELIGHT "PURPLE" COMMERCIAL (1991)

SUNNYD & PURPLE HAVE A LONG HISTORY

- 90's Iconic commercial forever etched in consumers minds
- Built in nostalgia drives instant recognition and trial
- Continued to be asked for over and over again

NO ONE KNOWS WHAT PURPLE IS AND NO ONE EVER WILL

- Bold flavor that will keep you guessing
- 4.5% ABV
- 90 calories
- 0 sugar
- You betcha it's purple colored

LEADING VODKA SELTZER BRAND

OVER 2 MILLION CASES SHIPPED SINCE LAUNCH

A TOP VELOCITY ITEM IN THE CATEGORY*

4 x 12 fl oz CARTON SPECS

UNIT SPECS				CASE SPECS					
SELLING UNITS/ CASES	LENGTH (IN)	WIDTH (IN)	HEIGHT (IN)	LENGTH (IN)	WIDTH (IN)	HEIGHT (FT)	CUBE (LBS)	GROSS WEIGHT	CASE PER TRUCK
6	4.650	4.500	6.160	14.400	9.510	6.250	0.495	20.40	2,080

PALLET SPECS

LENGTH (IN)	WIDTH (IN)	HEIGHT (IN)	CPL	LPP	TOTAL
48.000	40.000	55.60	13	8	104

*source: IRI MULO+C 52 weeks RTD Category P-E 8/31/25