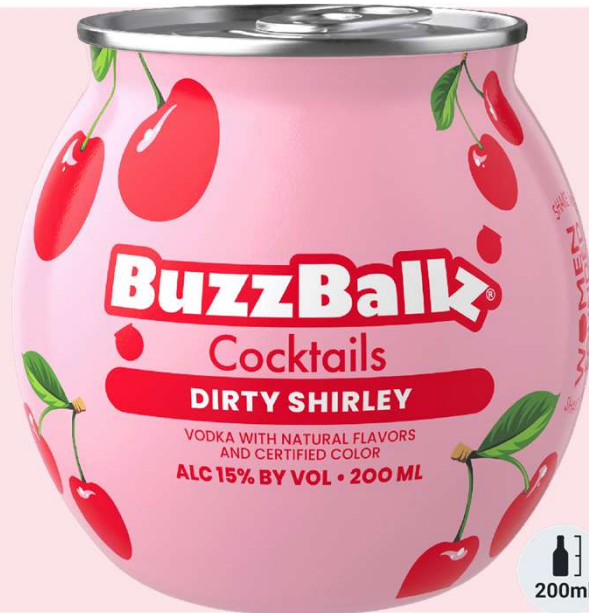


BUZZBALLZ

DIRTY SHIRLEY

THE CLASSIC DIRTY SHIRLEY — JUST BALLZIER



15%

ABV

#1

RTD BRAND IN THE US

6

SIZES

Dirty Shirley joins the BuzzBallz lineup — a nostalgic favorite with a deliciously disruptive twist. Sweet cherry-lime flavor and that signature BuzzBallz punch, in a vibrant red-pink ball that's ready to go anywhere.

NEW — IN STORES SEPTEMBER & OCTOBER

DIRTY SHIRLEY TALKING POINTS

The talking points that turn a sample into a sale

**THE CLASSIC
DIRTY SHIRLEY**

**JUST
BALLZIER**

**#1 RTD BRAND
IN THE USA**

**SWEET CHERRY-LIME
PUNCH**

“TRY THE NEW FLAVOR!”

TASTES LIKE: *sweet cherry-lime with the vibrant red-pink twist of a classic Shirley Temple*

KEY TALKING POINTS



AMERICA'S #1 RTD BRAND

BuzzBallz is the #1 selling single-serve premixed cocktail brand in the US (Nielsen, 2025) — the name shoppers already trust.



A CLASSIC, BALLZIER THAN EVER

Dirty Shirley brings that nostalgic cherry-lime favorite into BuzzBallz's signature ready-to-go ball.



ALWAYS SOMETHING NEW

New flavors are some of BuzzBallz's fastest-growing — Dirty Shirley is the latest can't-miss addition.



PERFECT FOR AN IMPULSE GRAB

Nearly half of BuzzBallz purchases are unplanned — easy to grab on the way through the store.



A SIZE FOR EVERY OCCASION

From a single 187mL ball to a 2/5-gallon Biggie for the party, there's a size for any gathering.

TRY THE NEW FLAVOR — DIRTY SHIRLEY