

INTRODUCING SPIKED STILL WATER



90 calories • 1 gram of sugar • 0 bubbles

anything but flat™

The first spiked water that doesn't need bubbles to keep things interesting. Made with a splash of coconut water and a hint of fruit flavor. Refreshing? Totally. Still? Absolutely.

Flat? Not a chance.

OVERVIEW

A completely new option for consumers looking for better-for-you options in the RTD Bev Alc space with clean labels + natural ingredients. This product is first to market in an innovative new space that addresses growing trends towards wellness and quality. Launching in three thirst-quenching, refreshing flavors: Blackberry, Mango, and Mandarin Orange.

KEY DIFFERENTIATORS

- No carbonation
- Coconut water

MAIN PURCHASE INTENT DRIVERS - GROUNDED IN SIMPLICITY

- No carbonation = less bloat & improved refreshment
- 90 calories | 1g cane sugar | 2g carbs total
- Light flavor, not sweet = easy to drink
- Coconut water
- Clean label with simple, natural ingredients

LAUNCH DETAILS

Launch Timing	First ship: w/o 11/26/18 In-Market: 12/17/18
Availability	National
SKU	6-Pack, 11.2oz Bottle
Flavor Priorities	1. Blackberry 2. Mango 3. Mandarin Orange
Pricing	100 index to Hard Seltzer 6-Packs

PACKAGING



360 ACTIVATION SUPPORT



Please reference the ABP deck for complete details

CREATIVE

PRODUCED ASSETS: Available on NAB MERCH FIRST SHIP: 12/3/18	
Merchandisers	Permanent Rack Mini Permanent Rack
Display Enhancers	Market Umbrella Pole Topper Base Wrap Lenticular Standee
Dealer Loaders	Sling Chair Rolling Cooler
Giveaways	Wearables, Sunglasses, Frisbees, and more

PACKAGING & PRODUCT SPECS

BLACKBERRY



MANGO



MANDARIN ORANGE



*Please reference the Brand Standards Deck for full merchandising and display standards



DIGITAL ASSETS: Available for download on NAB Asset Site 11/15/18	
Print	Posters, Case Card, Cooler Cling, etc.
Media	OOH Radio Scripts :15 Videos Banner Ads Print Ads Truck Decals

CONFIGURATION	
Package	4/6 11.2oz Bottle
Case Dimensions	L 15.750in x W 10.750in x H 8.750in
Case Weight	33lbs
Pallet Dimensions	9 units/layer x 8 layers/pallet = 72 units/pallet
Pallet Weight	2,376lbs
Shelf Life	6 months