
SKYY Infusions
2016
New True to
Fruit Flavors



*Tropical Mango &
Honeycrisp Apple provide
a premium take on
consumer-loved flavors!*



Introducing...

SKYY Infusions Tropical Mango

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Why Tropical Mango?

Volume Potential

- Mango is on fire, up **+101% in the latest 4 weeks in volume in Nielsen** and accelerating year over year!

Unmet Consumer Need

- Growing influence of global cuisine driving consumer interest in different fruit, with **MANGO BEING THE #1 SOLD FRUIT IN THE WORLD**
- Millennials are looking for sophisticated flavors

White Space within SKYY Infusions Portfolio

- SKYY Infusions can expand its footprint in Tropical flavors with Tropical Mango
- Tropical Mango is the perfect complement to our Pineapple, which will be featured together during our Summer programming

Introducing...
SKYY Infusions
Honeycrisp
Apple



Why Honeycrisp Apple?

Volume Potential	<ul style="list-style-type: none">Apple is growing within flavored vodka, +12% in the last year – and looks to be the HOT flavor or 2016 with other new vodka brand launches.
Unmet Consumer Need	<ul style="list-style-type: none">Increased consumer interest in alcoholic ciders in recent years (+71% in 2014!!)Currently, no vodka brand delivering the crisp, fresh apple taste consumers are looking for
White Space within SKYY Infusions Portfolio	<ul style="list-style-type: none">SKYY Infusions can further differentiate from competition by delivering the first delicious, true-to-fruit Honeycrisp apple-flavored vodkaHoneycrisp Apple will partner with Blood Orange for OND focus

Tasting Notes

Tropical Mango

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Tasting Notes	Tropical Mango
Aroma	Sweet, Ripe Mango, Citrus, Green
Taste: Beginning	Honey, Mango, Tropical, Sweet
Taste: Middle	Fresh/Sweet Mango
Taste: End	Ripe Mango, some Spice Notes
Finish	Smooth, Long mango finish

Mango Zinger

- 1 Part SKYY Infusions® Tropical Mango
- 2 Parts Limeade



Tasting Notes

Honeycrisp Apple

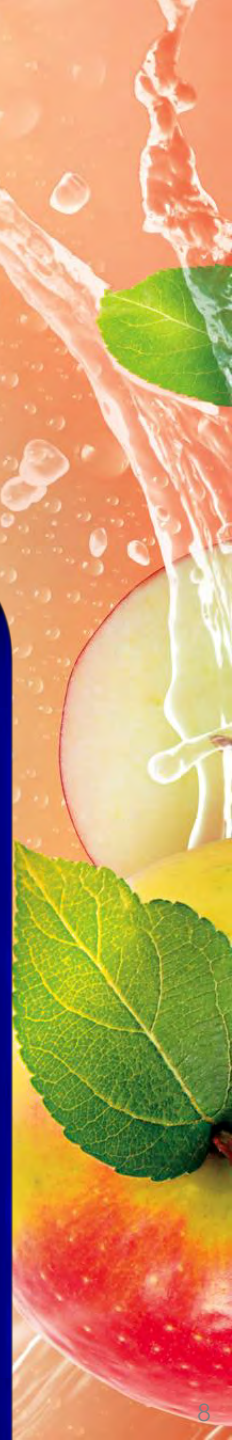
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Tasting Notes	Honeycrisp Apple
Aroma	Floral, Delicious Juicy Apple
Taste: Beginning	Tart, Sweet, Fresh Apple
Taste: Middle	Green, Tart Apple with Some Cinnamon/Sugar Notes
Taste: End	Sweet and Sour Apple Bite
Finish	Nice Lingering Real Apple Taste with Residual Sweetness

Ginger Crisp

1 part SKYY Infusions®
Honeycrisp Apple

2 parts Ginger Beer



Tropical Mango

Suggested Mixers &
Cocktails

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BEST SINGULAR FLAVORS TO PAIR WITH MANGO:

- LIME*** – e.g., Mango Daiquiri
- Chilies
- Cilantro
- Coconut (with coconut water/in a Pina Colada)
- Ginger (in a Mule)
- Mint (in a Mojito)
- Papaya
- Salsa
- Sorbet

WINNING FLAVOR COMBINATIONS:

- **Mango + chilies + lime**
- Mango + banana + honey + lime juice + orange juice
- Mango + blackberries + lime
- Mango + brown sugar + cinnamon + orange
- Mango + kiwi + papaya + pineapple
- Mango + lime + raspberries + vanilla
- Mango + peach + raspberries



Tropical Mango

Suggested Mixers & Cocktails



Cocktail Name	What You'll Need	How to Make
Tropical Treat (Fix style)	<ul style="list-style-type: none"> • 2 oz. SKYY Infusions Tropical Mango • 1 oz. lime juice • .75 oz. simple syrup • 1.5 pineapple chunks muddled in bottom of glass 	<ul style="list-style-type: none"> • Shake with muddled pineapple • Serve in Tumbler over crushed ice • Garnish with mango sliver
Collins Style	<ul style="list-style-type: none"> • 2 oz. SKYY Infusions Tropical Mango • .75 oz. lemon juice • .75 oz. simple syrup 	<ul style="list-style-type: none"> • Absinthe rinse • Serve in Collins glass • Top with Club Soda • Garnish with cherry and lemon wheel
Negroni Style	<ul style="list-style-type: none"> • 1.5 oz. SKYY Infusions Tropical Mango • 1 oz. Cinzano Bianco • 1 oz. Suze Gentian Liqueur 	<ul style="list-style-type: none"> • Build in glass/stir • Serve in Rocks glass • Garnish with lemon peel
Sour Style	<ul style="list-style-type: none"> • 2 oz. SKYY Infusions Tropical Mango • .75 oz. lemon juice • .75 oz. banana liqueur • .5 oz pineapple juice 	<ul style="list-style-type: none"> • Shake in shaker • Serve in a large coupe glass • No garnish
Martini Style	<ul style="list-style-type: none"> • 2 oz. SKYY Infusions Tropical Mango • 1 oz. Lilet Blanc/or similar Cinzano product • 2 dashes of orange bitters 	<ul style="list-style-type: none"> • Stir • Serve in Nick & Nora glass • Garnish with lemon peel
Buck Style	<ul style="list-style-type: none"> • 2 oz. SKYY Infusions Tropical Mango • .75 oz. ginger syrup • .5 oz. lime juice 	<ul style="list-style-type: none"> • Shake • Serve in Collins glass • Top with club soda • Garnish with raw ginger root
Mango Zinger (Spicy Style)	<ul style="list-style-type: none"> • 2 oz. SKYY Infusions Tropical Mango • .75 oz. honey syrup • .5 oz. lemon juice • 1 dash hot sauce 	<ul style="list-style-type: none"> • Shake • Serve in Rocks glass • Garnish rim with cayenne powder dust



Honeycrisp Apple

Suggested Mixers &
Cocktails

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BEST SINGULAR FLAVORS TO PAIR WITH APPLE:

- Cinnamon***
- Calvados
- Cheese
- Cranberries (cranberry juice)
- Ginger (ginger beer; ginger ale; in a mule)
- Honey (with American Honey)
- Lemon
- Maple Syrup
- Nuts
- Raisins

WINNING FLAVOR COMBINATIONS:

- **Apples + cloves + cranberries + oranges**
- Apples + caramel + nuts
- Apples + cinnamon + honey
- Apples + cinnamon + maple syrup
- Apples + almonds + cinnamon + rosemary
- Apples + brown sugar + caramel + cinnamon



Honeycrisp Apple

Suggested Mixers & Cocktails

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Cocktail Name	What You'll Need	How to Make
The Big Apple (Manhattan style)	<ul style="list-style-type: none"> • 2 oz. SKYY Infusions Honeycrisp Apple • 1 oz. Cocchi di Torino • 1 dash Peychaud's bitters • 1 dash Angostura bitters 	<ul style="list-style-type: none"> • Stir • Serve in Coupe glass • Garnish with mandolined apples with nutmeg dusting
Collins Style	<ul style="list-style-type: none"> • 1.5 oz. SKYY Infusions Honeycrisp Apple • .5 oz. Aveze • .75 oz. lime juice • .75 oz. simple syrup 	<ul style="list-style-type: none"> • Shake • Serve in Collins glass • Garnish with lime wheels
Old Fashioned Style	<ul style="list-style-type: none"> • 2 oz. SKYY Infusions Honeycrisp Apple • .5 oz. Toasted cinnamon syrup • 2 dashes Angostura bitters 	<ul style="list-style-type: none"> • Build in glass/stir • Serve in Rocks glass • Garnish with bruised cinnamon stick
Sour Style	<ul style="list-style-type: none"> • 2 oz. SKYY Infusions Honeycrisp Apple • .75 oz. lime juice • .75 oz. simple syrup • 4 tarragon leaves (in shaker) • 2 drops orange flower water 	<ul style="list-style-type: none"> • Shake in shaker with 4 tarragon leaves • Serve in Coupe glass • No garnish
Dessert Style	<ul style="list-style-type: none"> • 1.5 oz. SKYY Infusions Honeycrisp Apple • 1.5 oz. Café Lolita • .25 white cacao liquor 	<ul style="list-style-type: none"> • Shake with small amount of crushed ice • Serve in Coupe glass • Pour heavy whipping cream on top as float; grated chocolate
Fizz Style	<ul style="list-style-type: none"> • 2 oz. SKYY Infusions Honeycrisp Apple • .75 oz. lemon juice • .75 oz. simple syrup • 1 egg white 	<ul style="list-style-type: none"> • Heavy rinse on glass with Cinzano 1757 • Serve in fizz glass • Top with club soda



HONEYCRISP APPLE
VODKA INFUSED WITH HONEYCRISP APPLE
AND OTHER NATURAL FLAVORS
35% ALC/VOL (70 PROOF)

Key Selling Points



- 1 **Honeycrisp Apple is a HOT flavor right now! SKYY Infusions is the only premium vodka that provides this in-demand flavor!**
- 2 SKYY INFUSIONS are **outgrowing the Flavored Vodka Category in Volume and Growth** – and SKYY Infusions Tropical Mango and Honeycrisp Apple will help to further drive growth of the category!
- 3 “INFUSIONS” process and naming (e.g., Tropical Mango vs. generic Mango) **creates positive consumer perceptions**, which **leads to higher purchase interest**.
- 4 SKYY INFUSIONS have **consistently won numerous Industry Awards** due to their “true to fruit” Infusion flavor process (will be entering Tropical Mango and Honeycrisp Apple in the 2016 awards)!
- 5 The launch of these flavors will be supported with two programs immediately – New Flavor Launch AND our Spring “True to Fruit” programming with **Millions of Dollars of support behind them to drive consumer awareness and trial!!!**