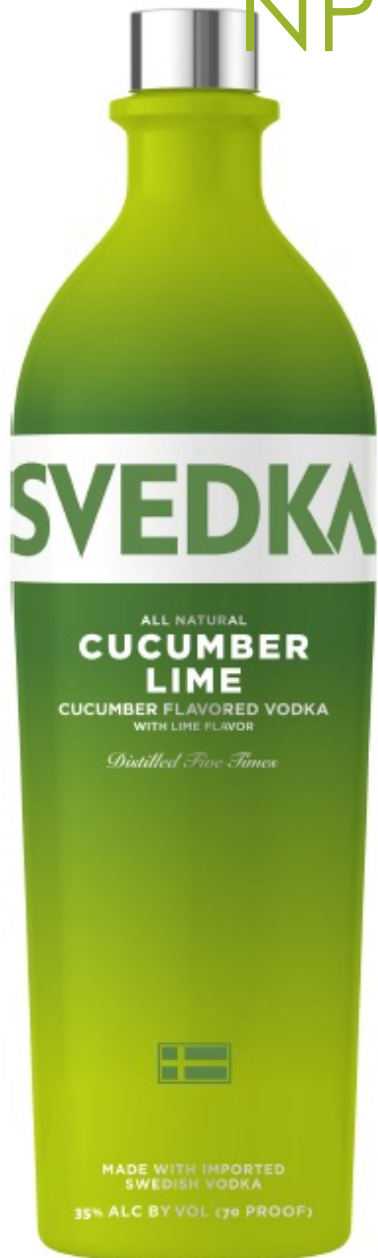


# NPD OBJECTIVES, FEATURES AND BENEFITS



## Objective:

- Coming off the heels of Mango Pineapple and Strawberry Lemonade, SVEDKA continues to be innovative, leveraging our leadership position to drive growth in the Flavored Vodka category

## Features/Benefits:

- SVEDKA is the 7<sup>th</sup> largest total spirits brand in the U.S.\*
- SVEDKA is the **#1 Imported Vodka\*\***
- SVEDKA is the **#3 Vodka\*\***
- FLAVORED VODKA is a key driver in the vodka segment growing +4% YOY\*\*
- 750mL / 1L / 1.75L
- **375ml / 50ml (sizes available for Year 1 only)**

\* Impact databank ranking ending 2014

\*\* source: IRI – L52 week ending June 14<sup>th</sup>, 2015