

Grey Goose Essences

TRENDS Consumer: Mindful drinking, at home cocktail making, seeking lower ABV options, health & wellness, daytime occasions

OCCASIONS Connecting with friends
Socializing with meals

LIQUID Vodka infused through gin production techniques at 30% ABV
Strawberry & Lemongrass | Watermelon & Basil | White Peach & Rosemary

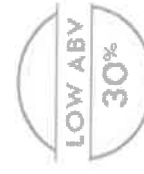
PACKAGING Existing Grey Goose bottle structure with colorful/bold label, closure and shipper

SIZE(S) 750mL | 3L | 50mL *all sizes launching at the same time*

SRP Parity to GG Original

CASE PACK 6 bottles/case

IN THE TRADE BY On shelf Jan 2021



Grey Goose Essences- Jan. 15, 2021 Launch

The Best Thing In Super Premium Vodka History Since Grey Goose

Aim: Launch an evolution of the Grey Goose family, intended to recruit new consumers and drive relevance in new occasions. Grey Goose Essences will expand the Live Victoriously platform, captivating big, small and inbetween moments.

Ambition: Projected volume to be one of the largest Grey Goose innovations of all time and grow core brand through halo effect.

Launch: FY21 Q4 Launch (distribution focus) & FY22 Q1 Consumer Launch

