

ZING ZANG PREMIUM RTD COCKTAILS

America's #1 Cocktail Mixers + Premium Spirits



Changing Drinking Habits Driving RTD Opportunity

Millennial/Gen X demand for premium at-home cocktails, need for convenience, and concern for health & safety fueling continued RTD category growth

- ✓ Total Spirits-based Ready to Drink Cocktails grew +67% L52w with 74% of growth from canned cocktails
- ✓ Even lapping huge COVID off-premise sales, category showing strong growth, +34% L13W (April-June '21)

NEW!

Zing Zang RTD Canned Cocktails: America's #1 Cocktail Mix Brand with Premium Spirits

- 3 Great Tasting Cocktails
- Award-winning Mixers + Premium Spirits
- Full-strength → 9% ABV
- 2 Cocktails in every can!
- Convenient can package works in both On & Off Premise sales
- 4-pack or single serve can to optimize trial & impulse purchase



Delivers Top Attributes Consumers want for RTDs

- ✓ Brand I trust
- ✓ Perfect amount of alcohol
- ✓ Unique offerings
- ✓ Great taste / full flavor
- ✓ Convenient size

