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)



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

ZING ZANG PREMIUM RTD COCKTAILS

Product Overview & Specifications



BLOODY MARY

MADE WITH VODKA

Premium American 6x Distilled Vodka with 7 Real Vegetable Juices and Bold Seasoning Blend





- MANF WITH ALL NATURAL INGREDIENTS —

MARGARITA

MADE WITH TEQUILA

Premium Silver Teguila with Real Fruit Juices, Pure Cane Sugar, Blue Agave & Natural Flavors



MADE WITH ALL NATURAL INGREDIENTS -

BOURBON

Premium Kentucky Bourbon with Real Fruit Juices, Pure Cane Sugar, Natural & Orange Bitters Flavors





- Liquid: Zing Zang's Award-Winning Cocktail Mixers combined with Premium Spirits
- **2 Case Options:** 6/4pk/12oz or 24ct Loose Singles (Cans have UPCs for Single-Serve sales)
- **Alcohol:** Premium Spirits-based, 9% ABV (no malt & ~2x the alcohol of most hard seltzers)
- **Shelf Life:** 12-months (Best by Date printed on bottom of can)

6-16003-02014-1

Suggested Retail: \$11.99 4-pack / \$2.99



12oz Can UPC **4pk Carrier UPC**

906-16003-84763-9

RTD COCKTAIL 24CT LOOSE



PREMIUM MARGARITA RTD

12oz Can UPC **4pk Carrier UPC**



PREMIUM BOURBON SOUR RTD

12oz Can UPC

4pk Carrier UPC

16003 ¹ 92914 ¹¹ 1	6 16003 41929 1
10003 32314 1	0 10000 41929 1

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ZING ZANG READY TO DRINK COCKTAILS					UNIT SPECS		CASE SPECS					PALLET SPECS				
PRODUCT	GTIN/SCC	UPC	CS PK	SIZE	TYPE	HEIGHT	WIDTH	DEPTH	HEIGHT	WIDTH	DEPTH	CUBE	WEIGHT	TIE	HI	CS/PLLT
ZING ZANG BLOODY MARY RTD COCKTAIL 4PKS	906-16003-20313-8	4pk: 6-16003-20313-5		4PK	CANS	6.25"	4.75"	4.75"	6.4"		9.5"		21.0 lbs	13	8	104
ZING ZANG MARGARITA RTD COCKTAIL 4PKS	906-16003-64801-4	4pk: 6-16003-64801-1	6							14.0"		0.493				
ZING ZANG BOURBON SOUR RTD COCKTAIL 4PKS	906-16003-41929-4	4pk: 6-16003-41929-1						<u> </u>								
ZING ZANG BLOODY MARY RTD COCKTAIL 24CT LOOSE	906-16003-40888-5	12oz Can: 6-16003-26471-6							6.4"	14.0"	9.5"			13		104
ZING ZANG MARGARITA RTD COCKTAIL 24CT LOOSE	906-16003-26599-0	12oz Can: 6-16003-10846-1	24	12oz	SINGLE SERVE CANS	6.25"	2.25"	2.25"				0.493	21.0 lbs		8	
ZING ZANG BOURBON SOUR	006 16002 84762 0	12oz Can:	['		CAIS	1 '										