

Seagram's escapes Cocktails



Full Flavor
100 CALORIES | 5% ALC. BY VOL.

At only 100 calories, but with the delicious, authentic taste of modern cocktails, Seagram's Escapes cocktails appeals to the socially active adults who don't want life to get in the way of enjoying their success. They are looking for products that remove the friction in their lives, as time is their most valuable asset. They want to look and feel good, and appreciate well-known brands that take the guesswork out of their choices, and offer healthy options that don't ask them to compromise how they look and feel.

WHY SEAGRAM'S ESCAPES COCKTAILS?

- Standard ABV FMBs make up over half of the Traditional FMB segment
- Standard ABV FMBs drive 71% of positive segment growth within the Traditional FMB segment
- Spirits RTD consumers are highly inclined to purchase FMBs as pre-mixed cocktails have a 73% buyer overlap with total beer

LAUNCH DETAILS	
SKU	12pk. 12oz Slim Can Variety Pack
FLAVORS	(4) Flavors, (3) each of: • Strawberry Margarita • Pineapple Mule • Lemon Collins • Grapefruit Paloma
FIRST SHIP	February 2022
IN MARKET	March 2022
LAUNCH MARKETS	AL, AR, AZ, DE, FL, GA, IA, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, NC, NH, NJ, NY, OH, OK, PA, SC, TN, TX, VA, VT, WI, WV, Caribbean
PRICING STRATEGY	100 Index to Cayman Jack
UNIT DIMS (12pk)	9.0"L x 6.72"W x 6.16"H
CASE DIMS (2/12pk)	9.0"L x 13.44"W x 6.16"H
CASE WEIGHT	21.17 lbs.
PALLET CONFIGURATION	13 units/layer x 8 layers/pallet = 104 units per pallet
PALLET WEIGHT	2,201.68 lbs.



12pk VARIETY PACK



0 70310 01377 9



STRAWBERRY
MARGARITA



0 70310 01356 4



PINEAPPLE
MULE



0 70310 01355 7



LEMON
COLLINS



0 70310 01362 5



GRAPEFRUIT
PALOMA



0 70310 01363 2

For More Information on Seagram's Escapes, visit www.seagramsescapes.com

Source: 1. IRI, TTL US MULO+C, 52 w/e 07/25/2021, Eq Vol, Eq Vol vs YA
2. BWS Panel, P25W 10.4.20, Total US All Outlets

*Does Not Contain Distilled Spirits

Please enjoy our flavored malt beverages responsibly.
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Merchandising Strategy

RETAILERS THAT PLACE BY PRICE

For retailers that place SKUs by price, Seagram's Escapes Cocktails should be placed next to Cayman Jack



Small Format



Large Format

RETAILERS THAT PLACE BY BRAND

For retailers that place SKUs by brand, Seagram's Escapes Cocktails should be placed with Seagram's Escapes - with the flow Escapes, Cocktails, Mike's, etc.



Small Format



Large Format