

ABSOLUT RTDS: INTRODUCING THE NEW FLAVOR CONSUMERS ARE ALREADY PINING FOR

**LEADING CLASSIC
COCKTAIL, TRENDING
FLAVOR TWIST**

- 60% of consumers want classic cocktails like the martini¹
- Pineapple is a trending flavor, +15% in menu placements²

STRONG DEMAND

- Above average consumer appeal (54%)³
- More than 2/3 of consumers want to buy it – (68% purchase intent)³

**BOOST SALES WITH
AN AWARD WINNER**

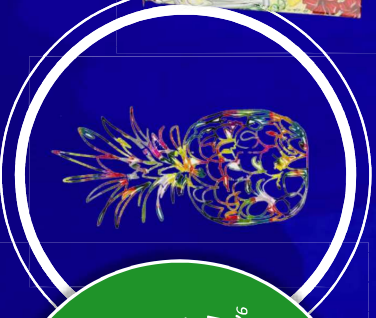
- Best of Class
- #1 Premium Imported Vodka
— 2021 San Fran World Spirits Competition

**ICONIC VODKA
COCKTAIL FROM
THE ICONIC
VODKA BRAND**



**SRP: \$11.99 for a 4 pack ABV: 10%
SIZE: 355ML
TIMING: Pineapple Martini Feb 2022**

Our 4th flavor and our 1st Still Option
“Still canned cocktails tend to be more [true] to can- less iterations.”⁶



Powerful range at shelf!



Pineapple's inclusion increases consumer reach of range to over 50%



1. Dataessential "update: Menu Share and Growth Opportunities in restaurants, 2020-2. MenuTrends 2019 3 AskNow Flavor Screener 5. Last 4 years, per MenuTrends 2019. 5. Nielsen CGA Data. 6. Bon Appetit. "Wait, Which Canned Cocktails Are Actually Good?"

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