



# NÜTRL™

Vodka. Seltzer. Real Juice.

## NÜTRL LEMONADE VARIETY 8PK

INTRODUCING NÜTRL VODKA **LEMONADE** HARD  
 SELTZER MADE WITH REAL VODKA, REAL JUICE AND  
 SPARKLING WATER.

<b>IGNITE JOB</b>  Recruit In	<b>TARGET CONSUMER</b> Co-Ed, 21-34 years old
<b>GROWTH DRIVER</b>  Savor the Flavor	<b>OCCASIONS</b> Casual Get Together

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CATEGORY	SPIRIT BASE	FLAVORS	ABV	CALS	CARBS
Ready to Drink	Vodka	Classic, Strawberry, Peach, Blackberry	4.5%	100	<5g
<b>FLAVOR PROFILE</b>	A refreshingly light, tasty, easy drinking vodka seltzer that is simple and uncomplicated.				
<b>FEATURES</b>	Vodka Seltzer made with real vodka, real juice, and sparkling water. Gluten free, and real fruit juice, it's a high-quality vodka seltzer that doesn't compromise taste.				

### REASONS TO BELIEVE



**LEMONADE**

**#1**

**VODKA FLAVOR**

Driving more than half of flavored vodka growth

IRI UNIFY Total US - Latest 52 Wks ending 7/11/21



**+294%**

**Lemonade flavored RTD growth vs. YAGO**



**LOW ABV VODKA**

**RTDs over-index with LDA+ consumers**  
 +145% Chg vs. YA

<b>STR</b>	2/28/22- National
<b>SKUs</b>	Variety 8pk (Classic Lemonade, Strawberry, Peach, Blackberry)
<b>Q1 LOW</b>	11/29 - 12/10
<b>SIZE</b>	Slim Can 12oz.
<b>Reco PTC</b>	8pk line priced to leading vodka seltzer or leading RTD cocktail

### MARKETING SUPPORT (\$10M+ Total Brand)



including  
**Sign-Making!**

# LEMONADE 8PK VARIETY PACK



**24/12 AL SLEEK CAN 3/8**

CASE CODE	CARRIER CODE
 0 18200 29038 1	 0 18200 20339 8