

# NÜTRL™

Vodka. Seltzer. Real Juice.

# NÜTRL FRUIT VARIETY 8PK

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

 IGNITE JOB Recruit in	TARGET CONSUMER Co-Ed, 21-34 years old
 GROWTH DRIVER Savor the Flavor	OCCASIONS Casual Get Together



<b>STR</b>	1/24/2022 - National
<b>SKUs</b>	1. Variety 8pk (Watermelon, Raspberry, Pineapple, Mango) 2. Pineapple 4pk 3. Watermelon 4pk
<b>Size</b>	Slim Can 12oz.
<b>Reco PTC</b>	Line priced to leading vodka seltzer or RTD Cocktail
<b>Forecast</b>	11/8/2021

CATEGORY	SPIRIT BASE	FLAVORS	ABV	CALS	CARBS	ADDED SUGAR
Ready to Drink	Vodka	Raspberry, Mango, Watermelon, Pineapple	4.5%	100	3.4g	No Added Sugar
<b>FLAVOR PROFILE</b>	A refreshingly light, tasty, easy drinking low calorie RTD that is simple and uncomplicated.					
<b>FEATURES</b>	Ready to drink, made with real vodka, real juice, and sparkling water. Gluten free with zero added sugar, it's a high-quality vodka seltzer that doesn't compromise taste.					

## REASONS TO BELIEVE

RTD COCKTAIL SEGMENT  
DRIVING INCREMENTAL GROWTH

# 67%

VODKA SODA CONTRIBUTION TO  
LIGHT & REFRESHING DOLLAR GROWTH

SUCCESS WITH PILOT  
LAUNCH MARKETS

# #1

SKU IN THE OFF-PREMISE  
RETAILER P4W DOLLAR SHARE  
(LOW ABV/SPIRIT SELTZERS)

WINNING LIQUID  
WITH CONSUMERS

# 90%

PREFER NÜTRL TO OTHER COMPETITIVE  
HARD SELTZERS IN PILOT SAMPLINGS



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