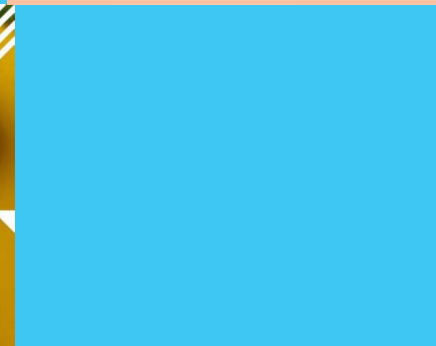
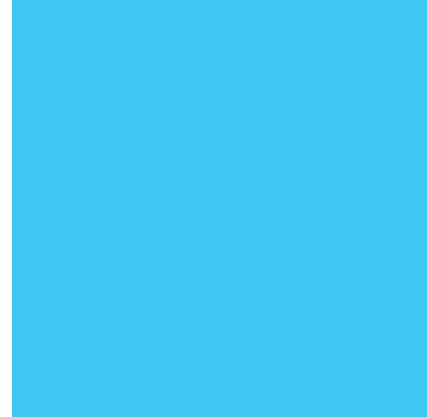
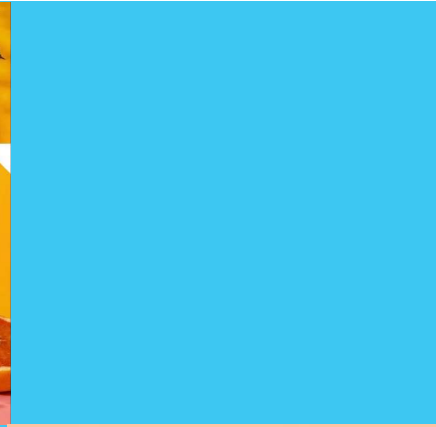


FRESCA MIXED™

Chicago Sampling Programming

Adult Beverage Solutions



Program: PRODUCT OVERVIEW



THE BRAND:

Fresca™ Mixed is a new brand launching its first two offerings of premium, pre-mixed cocktails: Vodka Spritz and Tequila Paloma, each crafted with the deliciously bright and citrusy taste of Classic Fresca and real vodka or tequila. Since its inception in 1966, Fresca fans have known that the soda's one-of-a-kind grapefruit-citrus taste mixes perfectly with alcohol to create delicious cocktails.

STYLE:

- Ready to Drink Cocktail made with Real Spirits

LIQUID:

- 100-calorie, 5% ABV, gluten-free, no added sugar

PACKAGING;

- Fresca Mixed Vodka Spritz 4pk / 12oz Can
- Fresca Mixed Tequila Paloma 4pk / 12oz Can

FLAVORS:

- Vodka Spritz: 4x Distilled Vodka with Fresca
 - A delicious and refreshingly tasting cocktail that mixes the light and citrusy taste of classic Fresca® with real vodka distilled four times.
- Tequila Paloma: Tequila Blanco with Fresca
 - A modern and sophisticated take on the classic Paloma cocktail. Our mixologists have expertly blended real tequila blanco from Mexico with Fresca's classic grapefruit-citrus taste for a cocktail that is smooth and easy to enjoy.



Program: PRODUCT ATTRIBUTES



Both Fresca liquids exceeded top competitors High Noon and Cutwater in overall liking and purchase intent

Consumer Liquid results demonstrate we have two very strong liquids that significantly outperform close competitors Cutwater Paloma and High Noon Grapefruit

Highlights:

- Strong overall liking scores, well above our 6.5 action standard and significantly higher than competitors
- **Significantly higher purchase intent** over competitors
- Sessionability measurement indicates both Fresca liquids are **consistently liked throughout consumption**
- Sequential monadic results also suggest **High Noon and Cutwater drinkers will like the Fresca products better**



	7.3 B	6.4	6.9 B	6.2
Purchase Intent (T2B)	72% B	53%	62% b	52%
Not as Good as Expected (B2B)	13%	29% A	27%	37% A
Preference	62% B	38%	58% B	42%

**Consumer Liquid Test conducted by Curion in April 2022



Program: TARGET CONSUMER



Fresca Mixed targets Curious Spirit consumers who are discerning and vocal, willing to pay for an option that better satisfies their needs

DEMOS:

- Millennials 24-39, higher income

CATEGORY BEHAVIORS:

- Drink RTDs today and aware of Fresca

MINDSET:

- Down-to-earth and discerning, they are willing to pay more for an elevated and satisfying experience—particularly one that fits with their health & betterment mindset

KEY JOB TO BE DONE :

- Ease my inhibitions, feel carefree, bridge the desire for low-cal and a full flavor experience

BENEFITS SOUGHT:

- Trustworthy, smooth, high quality, unique flavor

