

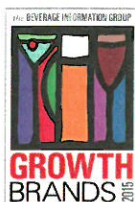
# Seagram's — ESCAPES® —

KEEP IT COLORFUL®

## OUR #1 PACKAGE VARIETY PACK

- In the PAB segment, flavor is the #1 driver of purchase. Seagram's Escapes is the only variety pack to offer consumers 6 flavors.<sup>1</sup>
- Seagram's is the #2 best-selling PAB variety pack<sup>2</sup> & the #3 best-selling variety pack TTL Beer Category!
- Seagram's Escapes variety pack continues to grow volume & share, outpacing the segment up +27%.

**NEW  
Flavor Mix!**



1. Source: Ipsos Brand Tracking Study Wave 2, 2016

2. Source: Nielsen TTL US All Channels Combined, FMB/Cooler Segment, EQ Volume, Assorted Packs, latest 52 weeks ending 9/17/16

Seagram's  
ESCAPES®  
KEEP IT COLORFUL.

THE PERFECT MATCH  
**SAVE \$10**

WHEN YOU PURCHASE ANY THREE (3) 4-PACKS OR ONE (1) 12-PACK OF SEAGRAM'S ESCAPES® AND FLOWERS, CHOCOLATES OR GREETING CARDS\*

TEXT: **PERFECTMATCH** TO: **71441**  
for details or visit [SeagramsEscapes.com/valentineoffer](http://SeagramsEscapes.com/valentineoffer)



Please enjoy our flavored malt beverages responsibly.

\*Must be 21 years of age or older and a resident of AK, AZ, CA, CT, FL, GA, HI, ID, IL, KS, MA, ME, MI, MS, NH, NY, NV, OH, OK, TN, VT, WA, or WI. Offer valid from 2/15/2019 to 2/28/2019. See on-pack sticker or visit [www.seagramsescapes.com/valentineoffer](http://www.seagramsescapes.com/valentineoffer) for Terms. Text-messaging and data rates may apply. Void wherever prohibited or restricted by law.

\*\*Purchase price of flowers, chocolate, or greeting cards must be \$10.01 or more, excluding sales tax. \*\*No beer purchase necessary.

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#keepitcolorful

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