

GET READY FOR SOME FIREWORKS THIS SUMMER!

**SMIRNOFF**  
SELTZER

**RED, WHITE & BERRY**

**NEW!**



**FLAVOR**

+



**SELTZER**

=



**GAME CHANGING SALES  
IN 2020!**

**#1**

Selling Premium Flavor  
During the Summer!<sup>1</sup>

**+207%**

Seltzer Segment Dollar  
Sales 2019 YTD v YA<sup>3</sup>

**#1**

Hard Seltzer Format,  
12 Pack Cans<sup>2</sup>

**+62%**

Red, White, & Berry  
Dollar Sales vs YA<sup>2</sup>

**#3**

Smirnoff #3 Top  
Growing Seltzer\*<sup>2</sup>

**THE AMAZING TASTE OF  
SMIRNOFF ICE RED, WHITE & BERRY  
NOW IN A LIGHT AND CRISP ZERO  
SUGAR HARD SELTZER.**

**57%**

Of American HHs said  
that Low Sugar is an  
important influencer in  
deciding what to buy,  
making Smirnoff Red  
White & Berry Seltzer the  
perfect choice!<sup>4</sup>

**0 sugar**

**90 calories**

**1g carbs**

**4.5% ABV**

**Clear liquid**

**No artificial sweeteners**



**PLEASE DRINK RESPONSIBLY**

Smirnoff Spiked Sparkling Seltzer | The Smirnoff ICE Co. Norwalk, CT

Source: 1. Nielsen Total US XAOC Plus Liquor 16 W/e August 11, 2018; 2. Nielsen XAOC+CONV+LIQ L12WE 10.05.2019; 3. Nielsen XAOC+CONV+LIQ 2019 YTD; 4. Nielsen Heath Care Survey 2017 / 2018 Nielsen Product Insider, powered by Label Insights, L52WE 04.07.2018 \*Among Top 5 Selling Brands

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**SMIRNOFF**  
SELTZER

# RED, WHITE & BERRY

NEW!

## UNIQUE DYNAMIC PACKAGING:

Red, white & blue slim cans are eye-catching and will stand out on shelves!

The hottest LTO in the category meets the hottest drink trend in the industry!



## A BIG OPPORTUNITY DESERVES BIG INVESTMENT

### 25% MORE SAMPLING EVENTS



### SEALS NOW DRIVING SELTZER



### BREAK THROUGH INNOVATION



## MARKETING

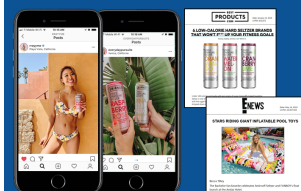


**\$25MM**

### +25% MORE SPECIAL EVENTS TO SAMPLE AT SCALE

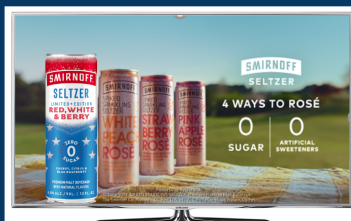


### BE CENTRAL IN THE HARD SELTZER CONVERSATION



1 BILLION IMPRESSIONS

### TV STARTING APRIL, WITH CELEBRITY & RWB SELTZER



## INTRODUCING SMIRNOFF RED, WHITE & BERRY SELTZER!

SMIRNOFF SELTZER RED, WHITE & BERRY	
Size	12oz / 0.355L
SKU Number	758935
Can UPC	082000792567
Carton UPC	082000792574
Tray UPC	082000792581
Proof/% ABV	4.5%
Cans per case	24
Cases Per Pallet	104
Cases Per Layer	13
Layers per pallet	8
Case Weight (~Approximate (lbs))	6.127lbs
Tray Length (in.)	14.25"
Tray Width (in.)	9.25"
Tray Height (in.)	6.127"
Can Height (in.)	6.127"
Diameter (in.)	2.26"

CAN UPC



CARTON UPC



TRAY UPC

