

Simply SPIKED

Simply® Spiked... will Reauthenticate the category as the only **REAL** spiked juice beverages...Made with **REAL** fruit juice from the **REAL** juice experts

REASONS TO BELIEVE

- ✓ #1 Favorite Brand in Juice
- ✓ 50% Household Penetration
- ✓ \$1.8B Dollar Brand (28% share of juice)
- ✓ **Simply® is the #1 Lemonade brand in the US** making them the TRUE Lemonade experts!
- ✓ the only **REAL** spiked juice beverages...Made with **REAL** fruit juice from the **REAL** juice experts

SKUs



12PK 12OZ
SLIM CAN VARIETY PACK
Signature Lemonade, Strawberry Lemonade,
Watermelon Lemonade, Blueberry Lemonade



24OZ CAN
Signature
Lemonade



24OZ CAN
Strawberry
Lemonade



BOLD, juicy, and naturally flavored spiked lemonades from Simply – the lemonade experts!

- ✓ MADE WITH REAL FRUIT JUICE
- ✓ 5% ABV *Per 12 oz

LAUNCHING:
June 6th 2022 (12pk VP)
June 27th 2022 (24oz cans)

PRICE GUIDANCE:
At Parity w/ Mike's
Hard

SHELF LIFE:
40 Weeks
PLACEMENT:
Adjacent to Mike's
Hard

Simply Spiked will turn heads with strong media levels from the start



WIN THE FMB CATEGORY

- **Break through** the FMB category by spending **double Mike's Hard** in key months
- **Steal share** from other FMBs by targeting their purchasers and pushing them to **make the switch** to **Simply Spiked Lemonade**

INTRODUCE SIMPLY SPIKED TO THE NATION

- **Generate excitement** and **awareness** by reaching **+90%** of our core target each month
- **Push the consumer** to try **Simply Spiked** with **consistent messaging** achieved with **18x frequency** through the flight

PRIORITIZE A DIVERSE MEDIA MIX BASED ON SUMMER MEDIA CONSUMPTION

- Meet the target in their summer moments through media in **OLV, OTT, Social** and **Streaming Audio**
- Be **selective** in our media partners to ensure that we reach the **AA consumer**
- **Heavy Social** at launch to **insert Simply Spiked** into the **summertime social conversations**

MAY	JUNE	JULY	AUG	SEPT
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Teaser Content

Equity Campaign (TV, OLV & Social)*



*All media partners are still subject to change through the planning process

Brand Fact Sheet – Simply Spiked Lemonade™

Brand Story

Introducing **Simply Spiked Lemonade™**, a line of sparkling spiked lemonades from Simply® - **the lemonades experts.**

This isn't just any hard lemonade... Our ready-to-drink line of spiked lemonades combine expertly blended alcohol and the bold yet refreshing taste of real fruit juice that you can expect from Simply®. The result is a naturally-flavored and juicy spiked lemonade bursting with a sweet and tart lemonade flavor that's perfect for any occasion.

Brand Facts

- Made w/ Real Fruit Juice
- 5% ABV
- 170 Calories
- 40 weeks shelf
- Lightly Carbonated
- Available in multipack (12oz slim can), 24oz Single Can

Nutritional/Style

Nutrition Facts

Serv. Size	1 Can
Amount Per Serving	
Calories	170
% Daily Value	
Total Fat 0g	0%
Sodium 40mg	0%
Total Carb. 19g	7%
Total Sugars 18g	
Incl. 17g Added Sugars	35%
Protein 0g	

Not a significant source of sat. fat, trans fat, choles., fiber, vit. D, calcium, iron and potas.

Calorie: 170
Carbs: 19 g
ABV: 5%
Style: Spiked Lemonade
Malt: Alcohol (Fermented from Sugar)
Does Not Contain Distilled Spirits



Appearance: Pours with the haze of fresh squeezed lemonade

Aroma: Moderate sweet lemonade aroma

Taste: The flavor of juicy lemon balanced with sweet/tart notes

Mouthfeel: Low-moderate body

Finish :Refreshing with hints of fruity sweetness



Appearance: Hazy in the pour with slight fruit color

Aroma: A bright, moderate aroma of lemon and jammy strawberry

Taste: Floral strawberry character leads with lemonade sweet and sour cues towards the finish

Mouthfeel: Low-moderate body

Finish :Refreshing with hints of fruity sweetness



Appearance: Hazy in the pour with slight fruit color

Aroma: A low but complex blend of watermelon pulp and fresh rind aromatics with low lemon

Taste: A low to moderate lemonade flavor, mixed with the familiar hints of juicy melon

Mouthfeel: Low-moderate body

Finish :Refreshing with hints of fruity sweetness



Appearance: Hazy in the pour with slight fruit color











Aroma: The aroma is lemonade forward with low blueberry behind

Taste: Moderate lemonade flavor with subtle berry character


Mouthfeel: Low-moderate body

Finish :Refreshing with hints of fruity sweetness

Primary Unit: The container that the liquid beverage comes in (could be a can, bottle, keg or bag).
Inner Pack: The packaging surrounding the primary unit. In the case of a keg, there is no inner pack.
Outer Pack: The packaging surrounding the Inner Pack or Primary Unit if there is no Inner Pack (could be a carton, a tray or other forms of packaging).

VARIETY PACK	PRIMARY UNIT <i>(can/bottle/keg)</i>	INNER PACK <i>(packaging surrounding primary unit)</i>	OUTER PACK <i>(carton, tray, etc.)</i>
 SIMPLY SPIKED VARIETY PACK 24 2/12 12OZ AL CAN SL CAR VTR	N/A	 8 10078 78020 5 810078780205	N/A
 SIMPLY SPIKED SIGNATURE DONOR 24 LS 12OZ AL CAN SL VTR	 8 10078 78015 1 810078780151	N/A	N/A
 SIMPLY SPIKED STRAWBERRY DONOR 24 LS 12OZ AL CAN SL VTR	 8 10078 78013 7 810078780137	N/A	N/A
 SIMPLY SPIKED WATERMELON DONOR 24 LS 12OZ AL CAN SL VTR	 8 10078 78014 4 810078780144	N/A	N/A
 SIMPLY SPIKED BLUEBERRY 24 LS 12OZ AL CAN SL VTR	 8 10078 78012 0 810078780120	N/A	N/A



SIGNATURE LEMONADE	PRIMARY UNIT <i>(can/bottle/keg)</i>	INNER PACK <i>(packaging surrounding primary unit)</i>	OUTER PACK <i>(carton, tray, etc.)</i>
 SIMPLY SPIKED SIGNATURE 12 LS 24OZ AL CAN IS TRS	 8 10078 78016 8 810078780168	N/A	 8 10078 78019 9 810078780199
STRAWBERRY LEMONADE	PRIMARY UNIT <i>(can/bottle/keg)</i>	INNER PACK <i>(packaging surrounding primary unit)</i>	OUTER PACK <i>(carton, tray, etc.)</i>
 SIMPLY SPIKED STRAWBERRY 12 LS 24OZ AL CAN IS TRS	 8 10078 78062 5 810078780625	N/A	 8 10078 78063 2 810078780632

N/A = Not Applicable