

<u>Simply® Spiked...</u> 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





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

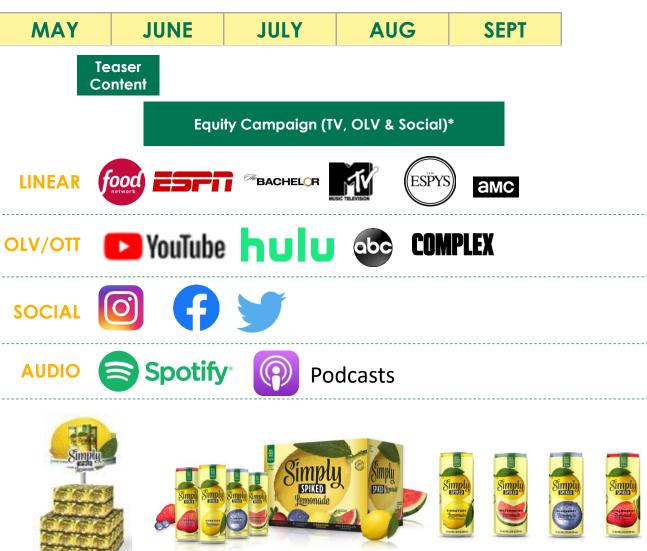
- Break through the FMB category by spending double Mike's Hard in key months
- Steal share from other FMBs by targeting their purchasers and pushing them to make the switch to Simply Spiked Lemonade

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



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

Brand Fact Sheet – Simply Spiked Lemonade™

Brand Story		Brand Facts		Nutritional/Style	
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.		 Made w/ Real Fruit Juice 5% ABV 170 Calories 40 weeks shelf Lightly Carbonated Available in multipack (12oz slim can), 24oz Single Can 		Nutrition Facts Serv. Size 1 Can Amount Per Serving 1 Can Calories 170 % Daily Value Total Fat 0g 0% Sodium 40mg 0% Total Carb. 19g 7% Total Sugars 18g 1ncl. 17g Added Sugars Incl. 17g Added Sugars 35% Protein 0g Nat significant source of sat. fat. trans fat. cholest., 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
<text><text><text><text><text><text></text></text></text></text></text></text>	 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 	REAL BUILDON B	 Appearance: Hazy in the pour with slight fruit constraints of the pour with slight fruit constraints. A low but complex blend of watermelon pulp and fresh rind aromatics will 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 	th th d te d of stering transformed transf	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).

