



Seagram's
escapes®

SIP HAPPINESS™

KEEP IT COLORFUL®

CALYPSO COLADA

FLAVOR OPPORTUNITY

- Piña Colada Top 5 Most Preferred Flavor among Alcohol Consumers.
- Seagram's Escapes consumers are 202% more likely to drink Piña Coladas than the average alcohol consumer.
- Seagram's Escapes Calypso Colada is a consistent favorite and continues strong growth at +9% vs YA.
- When offered in addition to Jamaican Me Happy® & Strawberry, the brands reach 73% of female FMB consumers.

THE RIGHT BRAND

- Seagram's Escapes is the #1 Traditional FMB Brand in the US and a consistent winner, with over 10 years of growth!
- Calypso Colada is a leading flavor from the FMB brand best known for having the widest variety of the most delicious flavors.
- 70% of female FMB consumers associate Seagram's Escapes with having delicious taste, significantly higher than competition.
- 89% of FMB consumers are interested in trying new flavors.
- 76% of FMB consumers drink more than one flavor per occasion.



11.2 FL. OZ BOTTLE



11.2 FL. OZ. 4PK CARRIER



6/4 MOTHER CARTON



SKU DETAILS

SKU	6/4pk 11.2oz BTL
IN MARKET	Permanent; Available Now!
PRICING	Line-priced with existing Escapes 4pks
CASE DIMS	15"L x 10.5"W x 8.75"H
CASE WEIGHT	28.57 lbs
PALLET CONFIGURATION	12 cases per layer x 6 layers per pallet = 72 cases per pallet
PALLET WEIGHT	2,057 lbs