



Seagram's  
escapes®

SIP HAPPINESS™

KEEP IT COLORFUL®

JAMAICAN ME HAPPY®

## FLAVOR OPPORTUNITY

- Jamaican Me Happy® is the leading Seagram's Escapes flavor, offering a delicious tropical getaway with every sip.
- Seagram's Escapes Jamaican Me Happy has experienced 10 years of consecutive growth!
- Seagram's Escapes Jamaican Me Happy is a top 10 single flavor FMB in the US and drove 2% of total Traditional FMB growth over the past 52wks!
- Jamaican Me Happy is the most preferred FMB flavor among female consumers, and is shown to reach 47% of female consumers, more than any other flavor.



11.2 FL. OZ BOTTLE



11.2 FL. OZ. 4PK CARRIER



12 FL. OZ CAN



6/4 MOTHER CARTON



16 FL. OZ CAN



23.5 FL. OZ CAN



## 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!
- Flagship 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.

### SKU DETAILS

<b>SKU</b>	6/4pk 11.2oz BTL, 12oz, 16oz & 23.5oz CAN
<b>IN MARKET</b>	Permanent; Available Now!
<b>PRICING</b>	Line-priced with existing Escapes 4pks
<b>CASE DIMS</b>	15"L x 10.5"W x 8.75"H
<b>CASE WEIGHT</b>	28.57 lbs
<b>PALLET CONFIGURATION</b>	12 cases per layer x 6 layers per pallet = 72 cases per pallet
<b>PALLET WEIGHT</b>	2,057 lbs

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