



Seagram's
escapes®

SIP HAPPINESS™

KEEP IT COLORFUL®

PEACH BELLINI

FLAVOR OPPORTUNITY

- Peach Bellini was inspired by reality TV super star, Cynthia Bailey, giving the brand broad exposure with her approximately 5MM strong social following.
- Seagram's Escapes consumers are 73% more likely to drink Mixed Drinks than the average alcohol consumer.
- Seagram's Escapes consumers are 532% more likely to drink peach-flavored liqueurs than the average alcohol consumer.
- Seagram's Escapes Peach Bellini is outpacing segment growth and driving 1.2% of total traditional FMB growth.
- When offered in addition to Jamaican Me Happy®, Strawberry Daiquiri and Calypso Colada, the brands reach 90% 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!
- Peach Bellini is a modern cocktail 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

SKU	6/4pk 11.2oz BTL, 12oz CAN
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

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Source: IRI, Unify, TTL US MULO, Traditional FMB Brands, Traditional FMB Brand Extensions, Dollars, Vol, Vol CYA, 52we 102520; Internal Depletion Data, Nielsen Turf Analysis, Nov '17, P3M Alcohol Buyers n=1800; Ipsos FMB Brand Tracking Study, W2 2019, n=1017 P6M FMB Consumers, P6M Female FMB Consumers, Total US

Please enjoy our flavored malt beverages responsibly.
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