NEW GRAPHICS ARE PREMIUM & INDICATE REFRESHMENT

- ✓ Tested as more Premium and more Unique over other designs and current Spiked packaging
- ✓ New design was seen as Gender Neutral and appropriate for mixed gender drinking occasions
- ✓ Perceptions of having a Refreshing Taste improved

NEW FLAVORS CAPITALIZE ON GROWING FRUIT COMBINATION FLAVOR TREND

- ✓ Flavor is the #1 Driver Of FMB Purchases
    - ✓ "Comes in a flavor I love" is the #1 reason alcohol buyers are interested in trying Seagram's Escapes Spiked
    - ✓ 80% of alcohol buyers claim the product is from a brand they trust
    - ✓ Favorable consumers are significantly more likely to seek out variety in their everyday life
- ✓ Fruit Combination Flavors are Growing in all Markets across the US, +28.4% Latest 52 Wks in Total US Conv vs. YA

NEW FLAVORS LEVERAGE SEAGRAM'S ESCAPES EQUITY IN TROPICAL PROFILES

Consumers love Escapes for its' great tasting tropical flavors, but desire more alcohol without compromising on delicious taste.
- ✓ Seagram's is the brand known for having the best variety of delicious flavors to choose from.
- ✓ Consumers love the taste, but Male FMB consumers in particular are looking for stronger alcohol content for their drinking occasions.
- ✓ Many High ABV FMB options compromise on taste to deliver higher alcohol content. These options are high in alcohol burn and low in quality of flavor.

JAMAICAN ME HAPPY
Consumers favorite flagship! The tropical blend of watermelon, guava, lemon and strawberry flavor delivers the great taste they love, now with a fresh new look!

TIKI SERIES
TIKI PUNCH
Treat your tastebuds to the sweet and fruity blend of tropical fruits with a touch of orange and lime to round out this flavorful drink.
MAR — AUG

BLOOD ORANGE PEACH
Infused with the exotic, bright and sweet taste of blood orange and a juicy peach finish this drink is perfectly balanced and refreshing.

PINEAPPLE CHERRY LIME
Sweet and slightly tangy pineapple blended with ripe cherry and bright lime to create a delicious, tropical drink.

MANGO MAI TAI
Sweet mango perfectly balanced with tart tropical fruits and a bright citrus finish is perfect, flavorful tropical escape.
SEP — FEB

PASSIONFRUIT MARGARITA
Did you love our Passionfruit Lime & Salt? Bold passionfruit flavor with bright citrus notes and a tangy kiss of salt, this cocktail is sure to bring a tropical twist to your night. Now with a new name and a new look, but the same great taste!

ITEM	PRODUCT SPECS & LAUNCH DETAILS	
SKUs	23.5oz Single Serve Can (ships 12pk LSE)	16oz Single Serve Can (ships 4pk hi-cone)
FLAVORS	1. Jamaican Me Happy 2. Pineapple Cherry Lime 3. Tiki Series Rotator 4. Blood Orange Peach 5. Passionfruit Margarita	1. Jamaican Me Happy 2. Pineapple Cherry Lime 3. Tiki Series Rotator
IN MARKET	March 2023	March 2023
AVAILABILITY	National	AK, AL, FL, GA, MN, MO, MS, NC, NE, OH, SC, TN, WI
UNIT DIMENSIONS	L: 2.88" x W: 2.88" x H: 7.70"	L: 2.55" x 2.55" x H: 6.5"
CASE DIMENSIONS	L: 11.875" x W: 8.875" x H: 7.875"	L: 16" x W: 11" x H: 6.5"
CASE WEIGHT	20.5 lbs.	25.5 lbs.
PALLET CONFIGURATION	17 units/layer x 6 layers/pallet = 102 units/pallet	12 units/layer x 7 layers/pallet = 84 units/pallet
PALLET WEIGHT	2,091 lbs.	2,149.98 lbs.

UPCs

Jamaican Me Happy 23.5oz Can Unit
0 70310 01483 7

Pineapple Cherry Lime 23.5oz Can Unit
0 70310 01701 2

Tiki Series Rotator 23.5oz Can Unit
0 70310 01705 0

Blood Orange Peach 23.5oz Can Unit
0 70310 01702 9

Passionfruit Margarita 23.5oz Can Unit
0 70310 01687 9

Jamaican Me Happy 16oz Can Unit
0 70310 01527 8

Pineapple Cherry Lime 16oz Can Unit
0 70310 01703 6

Tiki Series Rotator 16oz Can Unit
0 70310 01704 3

Product Shelf Life: 270 Days

Code Date
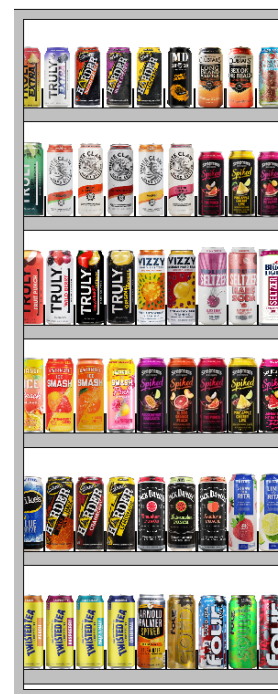**J178**
Month Day Year
Translated: September 17, 2018

FLAVOR PRIORITIES & MERCHANDISING STANDARDS

Jamaican Me Happy
Starts the Flow

Jamaican Me Happy
Starts the Flow

AVAILABILITY
Available wherever Seagram's Escapes or other High ABV FMBs, such as Smirnoff Smash, Mike's Harder, and Jack Daniel's Country Cocktails

PLACEMENT
- Place Spiked away from Escapes 3.2%.
- Spiked should be separated by other High ABV FMBs
- Jamaican Me Happy is lead flavor followed by Pineapple Cherry Lime, Tiki Rotator, Blood Orange Peach, Passionfruit Margarita

PRICING
100 Index to Mike's Harder/Smirnoff Smash

find us on 🔵📷📌