



ARE YOU MISSING OUT?

THE BRAND THAT REVOLUTIONIZED THE INDUSTRY IS STILL A **“MUST HAVE”** TO DRIVE SALES!

SMIRNOFF ICE DELIVERS BIGGER SALES

Smirnoff ICE Original is the **fastest growing** among the top 5 FMBs¹

Smirnoff ICE Original 6pk is the **#1 selling** and the **#1 fastest selling** FMB nationally¹



TOP SELLING SMIRNOFF ICE FLAVORS¹



SMIRNOFF ICE ORIGINAL

#1 among Smirnoff Ice items
#1 among all 6PK FMB items



SMIRNOFF ICE SCREWDRIVER

#2 among Smirnoff Ice items
#5 among all 6PK FMB items



SMIRNOFF ICE GREEN APPLE

#4 among Smirnoff Ice items
#11 among all 6PK FMB items



SMIRNOFF ICE RASPBERRY

#5 among Smirnoff Ice items
#12 among all 6PK FMB items

PLEASE DRINK RESPONSIBLY
SMIRNOFF ICE Premium Flavored Malt Beverage
The Smirnoff Co., New York, NY.

Source: 1. Nielsen – Total US XAOC+CONV, L52WE 10.31.20



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SMIRNOFF ICE RASPBERRY
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#12 among all 6PK FMB items



SMIRNOFF ICE STRAWBERRY
#12 among Smirnoff Ice items
#38 among all 6PK FMB items



SMIRNOFF ICE GRAPE
#6 among Smirnoff Ice items
#23 among all 6PK FMB items

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