



SEIZE THE OPPORTUNITY

Smirnoff ICE is Leading Growth in the Category

+35%

**Smirnoff ICE is the
Fastest Growing Top FMB Brand¹**



And Smirnoff ICE Raspberry is a Great Opportunity for Sales



**Smirnoff ICE Raspberry Dollar Sales Growth
Outpaces the Category**

+9.5% vs. +3.4%²

Flavor Is Key Purchase Driver Within FMB Segment



2/3

of RTD drinkers say
a favorite flavor
drives their drink
choice³



+13%

Raspberry-Flavored
FMB dollar sales
growth vs YAG⁴



6pk UPC	Carrier UPC	Case UPC



PLEASE DRINK RESPONSIBLY

SMIRNOFF ICE Premium Flavored Malt Beverage. The Smirnoff C., Norwalk, CT

Source: 1. Nielsen, Total US xAOC- L52WE 06/16/2018; 2. Nielsen, Total US xAOC+Conv+Liq - L52WE 06/16/2018; 3. RTD Alcoholic Beverages, Dec. '17 Mintel Report; 4. Nielsen - Total US xAOC+Conv+Liq L24WE 06/18/2018