

NEW!

SMIRNOFF ICE RED, WHITE & BERRY 12OZ SLIM CAN LIMITED EDITION

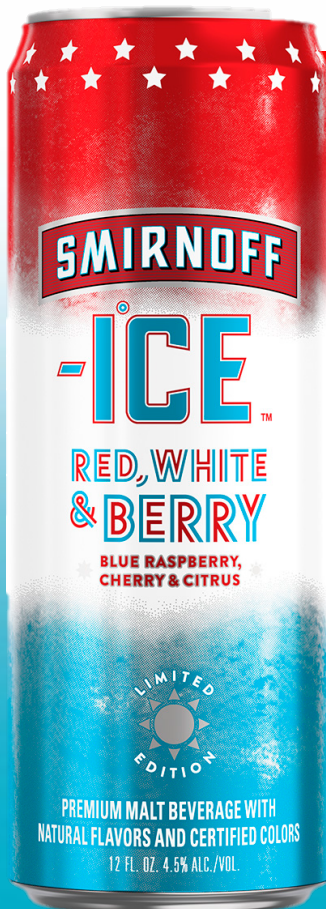
THE PERFECT SUMMER FMB!

CONSUMER SPENDING OVER PATRIOTIC HOLIDAYS

- Consumers spent **\$7B** celebrating the 4th of July in 2018¹
- 80% of adults plan to spend an average of **\$486** over Memorial Day weekend²



SMIRNOFF RW&B SET TO LIGHT UP THE SUMMER!



#1

Cans are the #1 selling FMB format in both c-store² + all outlets³

+7%

Cans Dollar Sales % Chg vs YA³

+11%

Dollar sales vs YA for total Smirnoff Ice Brand³

+143%

Smirnoff ICE Red, White, & Berry Dollar Sales growth vs YA³

#1

RWB 16oz Cans #1 FMB Can Innovation* of last summer⁴

1. NRF Annual Independence Day Spending Survey July 4th, 2018; 2. Zypmedia.com 2018; 3. Nielsen Total US XAOC+CONV+LIQ L24WE 1.26.2019; 4. Nielsen L52WE 1.26.2019 Total US XAOC

*Top sales among FMB Can brands with no YA sales

SMIRNOFF ICE RED, WHITE & BERRY LTO

12oz Slim Can

	US
Brand Name	Red, White, & Berry (2x12)
Size	12 oz
SAP Code	753761
Bottle UPC	082000791096
12 pack Carrier	082000791102
Tray UPC	082000791119
Proof/%ABV	4.5%
# of carriers	2
Bottles per carrier	12
Bottles per shipper	24
Cases Per Tier	10
Tiers Per Pallet	10
Cases Per Pallet	100
Case Weight (lbs)	20.300
Full Pallet Weight (lbs)	2095 lbs
Shipper Dimensions (in)	
Case Length	13.625
Case Width	9.1875
Case Height	2.875
Bottle Dimensions (in)	
Bottle Diameter	6.177
Bottle Height	2.283
Carrier Dimensions (in)	
Carrier Length	9
Carrier Width	6.75
Carrier Height	6.156

12oz Can



12oz / 12pk Carrier



12oz / Tray



SMIRNOFF ICE RED, WHITE & BERRY LIMITED EDITION

#1 FMB INNOVATION OF LAST SUMMER

DREW ATTENTION FROM THE MASSES

AND BOOSTED SALES OF ENTIRE SMIRNOFF ICE BRAND!



~2x

Larger \$ Sales than the next item¹

#1

Highest searched item on Diageo "Where to Buy" Site, ever²

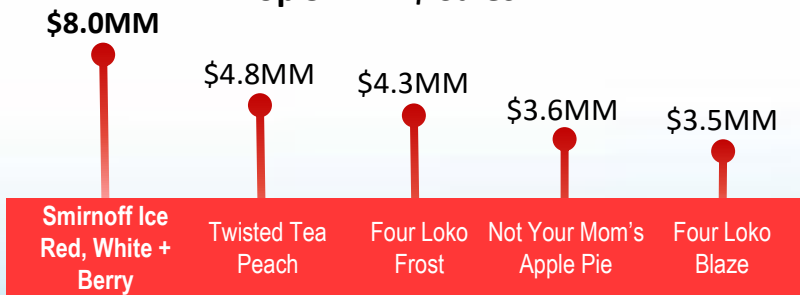
15%

Larger \$ Sales vs. YAG for total Smirnoff Ice Brand¹

2x

Display placement vs. previous summer³

Top 5 FMB \$ Sales¹



- Consumers spent \$7 billion celebrating the 4th of July⁶
- Malt beverage sales spikes 51% higher than average months⁴
- Smirnoff Ice delivers up to 85% faster turns & moves more volume than the competition⁵



GET READY FOR SOME FIREWORKS THIS SUMMER!

SMIRNOFF
SELTZER

RED, WHITE & BERRY

NEW!



FLAVOR



SELTZER



GAME CHANGING SALES
IN 2020!

#1

Selling Premium Flavor
During the Summer!¹

+62%

Red, White, & Berry
Dollar Sales vs YA²

+207%

Seltzer Segment Dollar
Sales 2019 YTD v YA³

#3

Smirnoff #3 Top
Growing Seltzer*²

#1

Hard Seltzer Format,
12 Pack Cans²

THE AMAZING TASTE OF
SMIRNOFF ICE RED, WHITE & BERRY
NOW IN A LIGHT AND CRISP ZERO
SUGAR HARD SELTZER.



57%

Of American HHs said
that Low Sugar is an
important influencer in
deciding what to buy,
making Smirnoff Red
White & Berry Seltzer the
perfect choice!⁴

0 sugar

90 calories

1g carbs

4.5% ABV

Clear liquid

No artificial sweeteners

PLEASE DRINK RESPONSIBLY

Smirnoff Spiked Sparkling Seltzer | The Smirnoff ICE Co. Norwalk, CT

Source: 1. Nielsen Total US XAOC Plus Liquor 16 W/e August 11, 2018; 2. Nielsen XAOC+CONV+LIQ L12WE 10.05.2019; 3. Nielsen XAOC+CONV+LIQ 2019 YTD; 4. Nielsen Heath Care Survey 2017 / 2018 Nielsen Product Insider, powered by Label Insights, L52WE 04.07.2018 *Among Top 5 Selling Brands

GET READY FOR SOME FIREWORKS THIS SUMMER!

SMIRNOFF
SELTZER

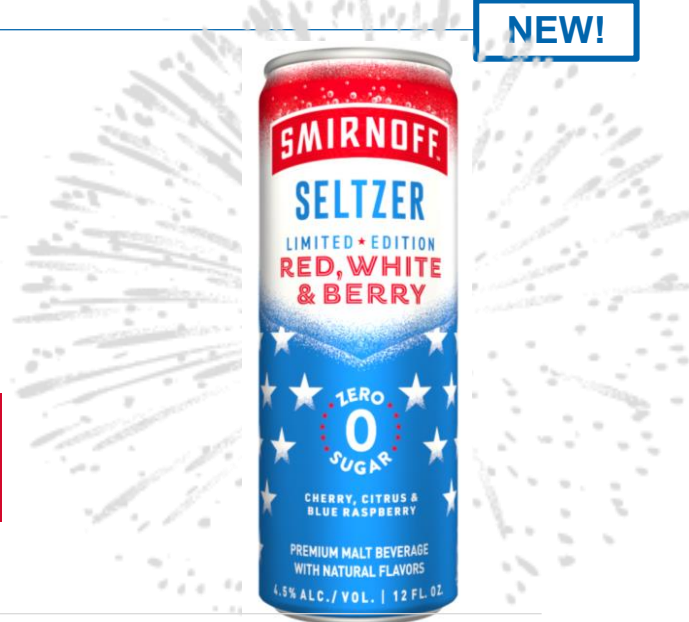
RED, WHITE & BERRY

NEW!

UNIQUE DYNAMIC PACKAGING:

Red, white & blue slim cans are eye-catching and will stand out on shelves!

The hottest LTO in the category meets the hottest drink trend in the industry!



A BIG OPPORTUNITY DESERVES BIG INVESTMENT

25% MORE SAMPLING EVENTS



+25% MORE SPECIAL EVENTS TO SAMPLE AT SCALE



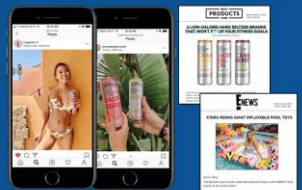
MARKETING



SEALS NOW DRIVING SELTZER



BE CENTRAL IN THE HARD SELTZER CONVERSATION



1 BILLION IMPRESSIONS

BREAK THROUGH INNOVATION



TV STARTING APRIL, WITH CELEBRITY & RWB SELTZER



\$25MM



INTRODUCING SMIRNOFF RED, WHITE & BERRY SELTZER!

SMIRNOFF SELTZER RED, WHITE & BERRY	
Size	12oz / 0.355L
SKU Number	758935
Can UPC	082000792567
Carton UPC	082000792574
Tray UPC	082000792581
Proof/% ABV	4.5%
Cans per case	24
Cases Per Pallet	104
Cases Per Layer	13
Layers per pallet	8
Case Weight (~Approximate (lbs))	6.127lbs
Tray Length (in.)	14.25"
Tray Width (in.)	9.25"
Tray Height (in.)	6.127"
Can Height (in.)	6.127"
Diameter (in.)	2.26"

CAN UPC



CARTON UPC



TRAY UPC

