

SMIRNOFF
SELTZER

RED, WHITE & MERRY

INTRODUCING ADDED SALES AND PROFIT FOR THE HOLIDAY SEASON!

THE HOLIDAY SEASON IS PERFECT FOR A SEASONAL SELTZER!

- Hard Seltzer (+70%) outgrew Beer (+2%), Wine (+2%), and Spirits (+4%) in 2020 (projects trips vs. YAG)!¹
- 45% of Consumers view seasonal flavors as a sign of freshness²

SMIRNOFF SELTZER IS A TOP HARD SELTZER BRAND

- Smirnoff Seltzer is +39% in Dollar Sales vs. YAG³
- Smirnoff Seltzer has the #2 largest basket size (\$89.30) in the category, ahead of White Claw (\$77.51) and Bud Light (\$77.41)⁴

ADD SMIRNOFF SELTZER RED,
WHITE & MERRY SEASONAL
LIMITED-EDITION 12PK TO YOUR
HOLIDAY DISPLAYS TO DRIVE
GREATER HOLIDAY SALES!



THE PERFECT FLAVOR FOR THE WINTER MONTHS



APPLE

CRANBERRY



CINNAMON



1. Numerator Data Explorer – 7 Weeks Ending 1/3/2021 vs Same Weeks Year Ago (Ending 1/1/2020); 2. Intel Seasonal Dining Trends US June 2019; 3. Nielsen Total XAOC + Conv L52Wks Ending Jan 23, 2021 4. Numerator Panel Total US – All Shoppers L52WE 11.08.2020

PLEASE DRINK RESPONSIBLY

Smirnoff Seltzer, The Smirnoff Company | New York, NY

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PRODUCT INFORMATION:

- **TARGET ON SHELF:** October 2021
- **SIZES:** 12pack 12oz cans
- **ABV:** 4.5%
- **Shelf Life:** Still under testing, SMIRNOFF SELTZER usually 270 Days
- **SRP:** Lined Priced with existing Smirnoff Seltzer
- **Occasion:** Holiday get togethers, afterwork, weekend, or evening with friends
- **Liquid Color:** Clear
- **Kosher Certified:** Coming Soon
- **Crafted to Remove Gluten:** Coming Soon
- **Calories** – Under 100 per can
- **Sugar** – 1g per Can
- **Carbs** – Coming Soon
- **No Artificial Sweeteners**
- **National Flavors**



TASTING NOTES

A seasonal winter punch with juicy notes of cranberry and black cherry with hints of orange and ginger spice



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SMIRNOFF SELTZER RED, WHITE & MERRY 12PK 12OZ CANS

Brand Name	Smirnoff Seltzer
SKU Description	Smirnoff Seltzer Red White & Merry
Size	12oz slim can (2x12pk)
SKU #	770490
Container UPC	082000798316
Carton UPC	082000798316
Tray UPC	082000798323
Proof/% ABV	4.50%
Can per Tray	24
Cartons per Tray	2
Trays per tier	13
Tiers per pallet	8
Trays per pallet	104
Tray weight (lbs)	20.05lb
Full pallet weight	2,135.2 lb
Carton Dimensions	
Length	9"
Width	6.75"
Height	6.156"
Tray Dimensions	
Length	14.125"
Width	9.4375"
Height	3"
Pallet Dimensions	
Length	48"
Width	40"
Height	55.052"
Can Dimensions	
Length	2.25"
Width	2.25"
Height	6.125"

CAN UPC



CARTON UPC



TRAY UPC



Product Specs are the Same as Red, White & Berry, Sku # and Can UPC will be NEW

