



SMIRNOFF SOURCED EXPANDS THE FMB CATEGORY AND DRIVES INCREMENTAL SALES!

The Situation

- 66% of people purchase all-natural products frequently¹
- 73% of Natural Consumers are willing to pay extra for natural products¹
- 80% of Millennials are willing to pay more for natural or organic products²
- 43% of people agree health factors drive their alcoholic beverage drink choices³

SMIRNOFF SOURCED

- Total Smirnoff Sourced dollars growing faster vs. YA than top 5 brands, including top selling brand Mike's⁵
- Smirnoff Sourced is the #2 fastest growing (ROS % Chg vs YA) brand among top 20 FMB brands (behind only Corona Refresca)⁵

Key Items in the FMB Segment



Two delicious flavored malt beverages made with real fruit juice* and a hint of carbonation for refreshingly smooth drinks that are always delicious, fun and never too sweet tasting (4.5% ABV)

* Made with 5% real fruit juice from concentrate

Juicy pineapple and creamy coconut aroma with the flavor of a piña colada and ripe pineapple-coconut finish



Bright, fresh strawberry aroma with a juicy strawberry-kiwi flavor and sweet, strawberry finish

- Smirnoff Sourced Pineapple Coconut growing faster than top 15 FMB items, **+576%** vs YA⁵

- Smirnoff Sourced Strawberry Kiwi growing faster than top 15 FMB items, **+423%** vs YA⁵

THE FMB HOLISTIC SPECTRUM

CLASSIC FMBs



FULL FLAVOR
SWEET TREAT

SELTZER



LIGHT ON FLAVOR
LOW ON CALORIES/CARBS*
*90 CALORIES, 1G CARBS

SMIRNOFF SOURCED



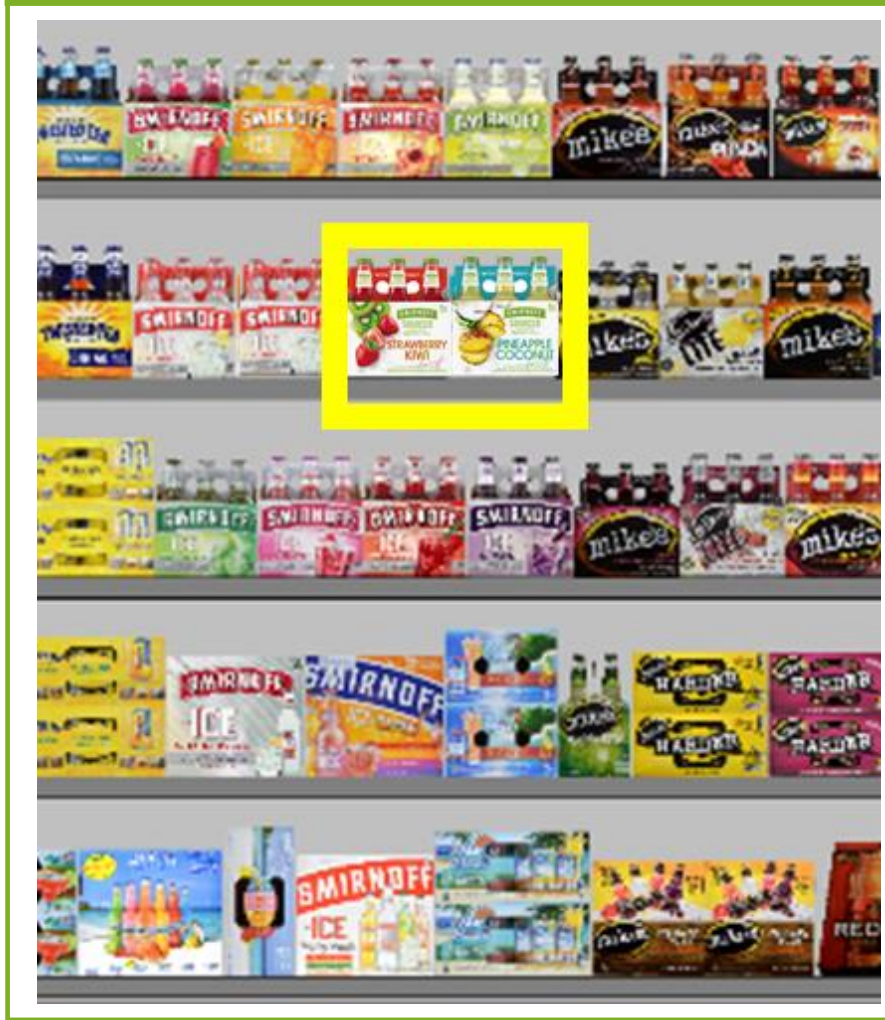
Made With Real Fruit Juice

OPPORTUNITIES IN THE
MIDDLE



SMIRNOFF SOURCED EXPANDS THE FMB CATEGORY AND DRIVES INCREMENTAL SALES!

SUGGESTED MERCHANDISING Next to Smirnoff ICE



Smirnoff Sourced Pineapple Coconut

11.2 fl oz Bottle
082000786009



11.2 fl oz 6-Pk Carrier
082000786016



11.2 fl oz Shipper
082000786023



Smirnoff Sourced Strawberry Kiwi

11.2 fl oz Bottle
082000786030



11.2 fl oz 6-Pk Carrier
082000786047



11.2 fl oz Shipper
082000786054



SMIRNOFF SOURCED SPECS

Unit of Measure	US	US
Brand Name	Smirnoff Sourced Pineapple Coconut	Smirnoff Sourced Strawberry Kiwi
Size		
SAP Code	737926	737927
Bottle UPC	82000786009	82000786030
Zero Suppressed UPC		
6-pk Carton	82000786016	82000786047
Shipper SCC	82000786023	82000786054
Proof/%ABV	4.5	4.5
Bottles Per Case	24	24
Cases Per Tier	12	12
Tiers Per Pallet	6	6
Cases Per Pallet	72	72
Case Weight (lbs)	29.47 LBS	29.47 LBS
Full Pallet Weight (lbs)	2121.84 LBS	2121.84 LBS
Case Dimensions		
Case Length	15.250"	15.250"
Case Width	10.375"	10.375"
Case Height	8.8750"	8.8750"
Carrier Dimensions		
Carrier Length	7.3670 "	7.3670 "
Carrier Width	4.9220 "	4.9220 "
Carrier Height	7.870 "	7.870 "
Bottle Dimensions		
Bottle Length	2.376 "	2.376 "
Bottle Width	2.376 "	2.376 "
Bottle Height	8.359 "	8.359 "

SHELF LIFE = 365 DAYS