



SMASH PEACH MANGO



COMPLETE THE SET • DRIVE SALES

Do You Carry the Top Growing +8% ABV FMB?

SMASH is the top growing (+45%) and fastest growing (+33%) +8% ABV singles FMB brand among top 10 selling brands¹

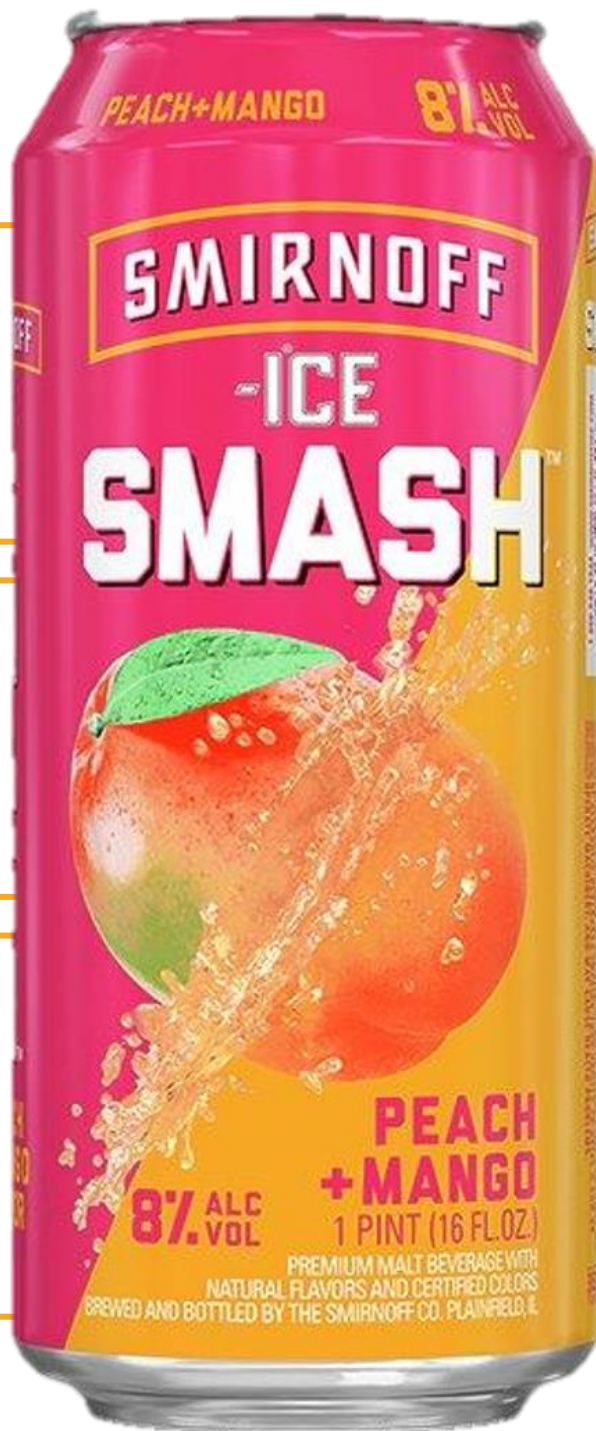
(\$ % Chg vs YA & ROS % Chg vs YA)

SMASH Peach Mango #1 top growing +8% ABV singles FMB brand item in dollars (+85%) and units (+77%) among top 25 selling items¹

(\$ % Chg vs YA & Units % Chg vs YA)

Peach Mango flavored FMBs are growing 9X faster than top selling +8% ABV singles FMB flavor Lemon and SMASH is the only brand carrying the Peach Mango flavor¹

(45% vs 5%, ROS % Chg vs YA)



Are you missing out on sales?

Despite strong performance SMASH Peach Mango only has 21% distribution¹



0 82000 78623 8

Peach + Mango SMASH 16oz UPC



0 82000 78625 2

Peach + Mango SMASH 23.5oz UPC

1. Nielsen, Total US CONV, L52WK 10/03/20

Please Drink Responsibly.
SMIRNOFF ICE Premium Flavored Malt Beverage.
The Smirnoff Co., Norwalk, CT.



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DO YOU CARRY THE TOP GROWING +8% ABV FMB?

TOP 10 SELLING +8% ABV FMB BRANDS

+8% ABV SINGLE CAN BRAND ITEMS	DOLLARS	DOLLARS % CHG VS YA	UNITS	UNITS % CHG VS YA	ROS	ROS % CHG VS YA
MIKE'S	\$300,945,788	12%	136,280,993	7%	\$7,504,344	15%
FOUR	\$130,537,892	2%	44,929,642	1%	\$5,630,646	10%
RITAS	\$94,186,589	(17%)	33,776,564	(18%)	\$5,244,925	3%
CLUBTAILS	\$83,414,522	18%	44,843,314	15%	\$8,551,179	(3%)
SMIRNOFF ICE SMASH	\$69,831,890	45%	28,900,803	38%	\$5,138,695	33%
REDD'S	\$56,272,305	(5%)	20,429,059	(4%)	\$3,461,867	26%
STEEL RESERVE	\$55,933,396	1%	27,911,855	0.3%	\$2,671,776	19%
MXD	\$18,797,636	37%	9,854,007	35%	\$1,145,815	29%
SEAGRAM'S	\$12,733,556	(1%)	4,653,049	(3%)	\$943,646	3%
JOOSE	\$7,391,332	(5%)	2,870,527	(6%)	\$3,734,312	10%

- **SMASH #1 top and fastest growing brand** among top 10 selling Single +8% ABV Canned FMB brands (DOLLARS, UNITS, and ROS % CHG VS YA)¹
- Smirnoff Ice SMASH basket ring is **22% larger** than top selling brand Mike's basket ring (\$57.43 vs \$47.08)²
- Smirnoff Ice SMASH growing Hispanic buyers (+94% vs YA) **24X faster** than Total FMB Category (+4% vs YA)²

TOP 15 +8% ABV FMB BRAND ITEMS, BY DOLLAR GROWTH OF TOP 25 ITEMS

+8% ABV SINGLE CAN BRAND ITEMS	DOLLARS	DOLLARS % CHG VS YA	UNITS	UNITS % CHG VS YA	ROS	ROS % CHG VS YA
SMIRNOFF ICE SMASH PEACH MANGO	\$12,365,737	85%	5,000,058	77%	\$954,069	45.1%
SMIRNOFF ICE SMASH STRWBRY LMN	\$14,918,630	39%	5,845,921	30%	\$841,440	13.3%
SMIRNOFF ICE SMASH SCREWDRIVER	\$20,591,091	39%	8,800,454	31%	\$1,012,879	20.1%
MXD LONG ISLAND ICED TEA CK	\$12,619,642	26%	6,606,979	25%	\$630,982	13.8%
MIKE'S HARDER SPKD STWB PN PCH	\$17,011,531	24%	5,742,067	22%	\$680,461	14.4%
CLUBTAILS BAHAMA MAMA	\$18,017,817	23%	9,667,776	20%	\$1,089,757	-0.1%
CLUBTAILS SCREWDRIVER	\$12,301,462	23%	6,661,406	19%	\$1,178,892	(6.2%)
MIKE'S HARDER MANGO	\$19,633,250	22%	6,547,327	19%	\$755,125	17.1%
MIKE'S HARDER LEMONADE	\$117,200,266	17%	52,656,718	12%	\$1,962,438	14.6%
CLUBTAILS SEX ON THE BEACH	\$16,314,758	13%	8,839,675	11%	\$1,000,948	4.6%
CLUBTAILS SUNNY MARGARITA	\$14,460,549	11%	7,777,693	9%	\$1,428,908	(11.1%)
FOUR LOKO SOUR APPLE	\$26,924,184	8%	9,121,779	7%	\$1,058,238	38.6%
MIKE'S HARDER CRANBERRY LMND	\$50,025,167	7%	22,377,686	3%	\$1,380,849	8.6%
MIKE'S HARDER BLK CHERRY LMND	\$27,070,145	3%	14,234,407	1%	\$552,452	5.1%
MIKE'S HARDER STRAWBERRY LMND	\$29,702,556	2%	15,573,639	1%	\$582,403	4.4%

- Smirnoff Ice SMASH Peach Mango is the **#1 top growing in dollars (+85%) and units (+77%) and the fastest growing (+45%)** among top 25 selling single +8% ABV canned FMB brand items (DOLLARS, UNITS, and ROS % CHG VS YA)¹

1. Nielsen, Total US CONV, L52WK 10/03/20; 2. IRI Total US All Outlets L52WE 09/06/20

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