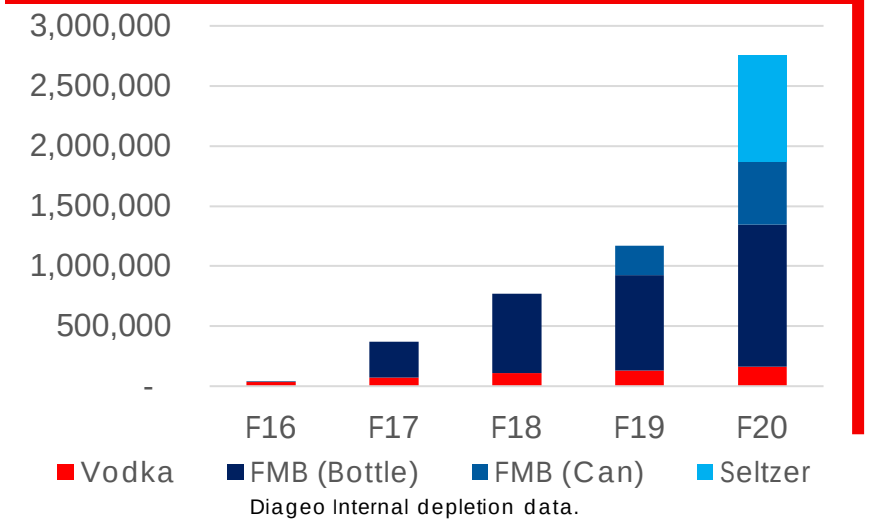
GET READY FOR SMASHING RED, WHITE & BERRY SALES!

INTRODUCING THE NEWEST RED, WHITE & BERRY BEVERAGE:

SMIRNOFF ICE SMASH RED, WHITE & BERRY!

FIVE STRAIGHT YEARS OF DYNAMIC RED, WHITE & BERRY GROWTH!



Diageo Internal depletion data.

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SMIRNOFF ICE SMASH IS A PROVEN WINNER!

- Smirnoff Ice SMASH is the fastest growing +8% ABV FMB brand in the nation +71% (ROS % CHG vs YA), 8X faster growth than top selling brand Mike's[2]
- SMASH has gained +2pts of Dollar Share of the +8% ABV FMB segment – largest gain among top +8% ABV brands[2]

CARRYING FOUR FLAVORS DRIVES A 3X LARGER ROS PER SKU THAN CARRYING JUST ONE FLAVOR[2]

1. Diageo internal depletion data; 2. Nielsen TOTAL US XAOC+CONV+LIQ, L52WK 06.13.2020

SMIRNOFF ICE SMASH RED, WHITE & BERRY JOINS A WINNING LINE UP!

FIRST SHIPS FEB 1st

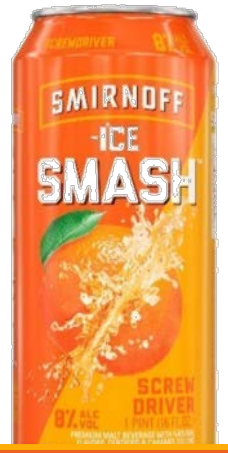
- **Cherry Citrus**-flavored FMBs are growing +60% in Dollars vs YA, outpacing total FMBs (+5%)[2]
- **Raspberry**-flavored FMB Dollars have grown +11% in Dollars vs YA, outpacing total FMBs (+5%)[2]
- **Aroma:** Sweet, slightly floral aroma of red fruits and lemon peel
- **Flavor**: Harmonious blend of bright red cherries, blue raspberry and a refreshing citrus finish

LEMON + LIME

Lemon + Lime dollar sales **growing +10% and ROS is up +19%** driving sales

STRAWBERRY + LEMON

Lemon (#1) and Strawberry (#2) are the **top selling** FMB flavors among +8% ABV FMBs



SCREWDRIVER

Screwdriver is **top selling** Smirnoff Ice SMASH flavor ($22.5MM)

PEACH + MANGO

Peach + Mango is the **fastest selling** Smirnoff Ice SMASH flavor ($3.4MM)

PINEAPPLE + COCONUT

Pineapple Coconut is the **top growing and fastest growing** Smirnoff Ice flavor

BLUE RASPBERRY + BLACKBERRY

Raspberry flavored +8% ABV FMB growth (+29%) **outpacing total +8% ABV FMB category growth** (+3%)

SOURCE: 1. NIELSEN TOTAL US XAOC+CONV+LIQ L52WE 06/13/20

SMIRNOFF ICE SMASH RED, WHITE & BERRY SPECS & UPCS

Brand Name	Smirnoff Ice Smash Red, White, and Berry	Smirnoff Ice Smash Red, White, and Berry
Size	16oz / 473mL	23.5oz / 695mL
SAP Code	763940	763954
Bottle UPC	082000795209	082000795223
Carrier/Carton UPC	N/A	N/A
Shipper SCC	082000795216	082000795230
Proof/%ABV	8.00%	8.00%
Case Packout		
Bottles Per Case	24	12
Cases Per Tier	10	17
Tiers Per Pallet	7	6
Cases Per Pallet	70	102
Case Weight	27.5 lbs	20.8 lbs
Full Pallet Weight	1990.0 lbs	2171.6 lbs
Case Dimensions		
Case Length	15.8125"	11.75"
Case Width	10.6875"	8.813"
Case Height	6.3375"	7.75"
Bottle Dimensions		
Bottle Length	2.601"	2.862"
Bottle Width	2.601"	2.862"
Bottle Height	6.19"	7.61"

16oz CAN

23.5oz CAN

16oz CAN TRAY

23.5oz CAN TRAY