



SMASH SCREWDRIVER



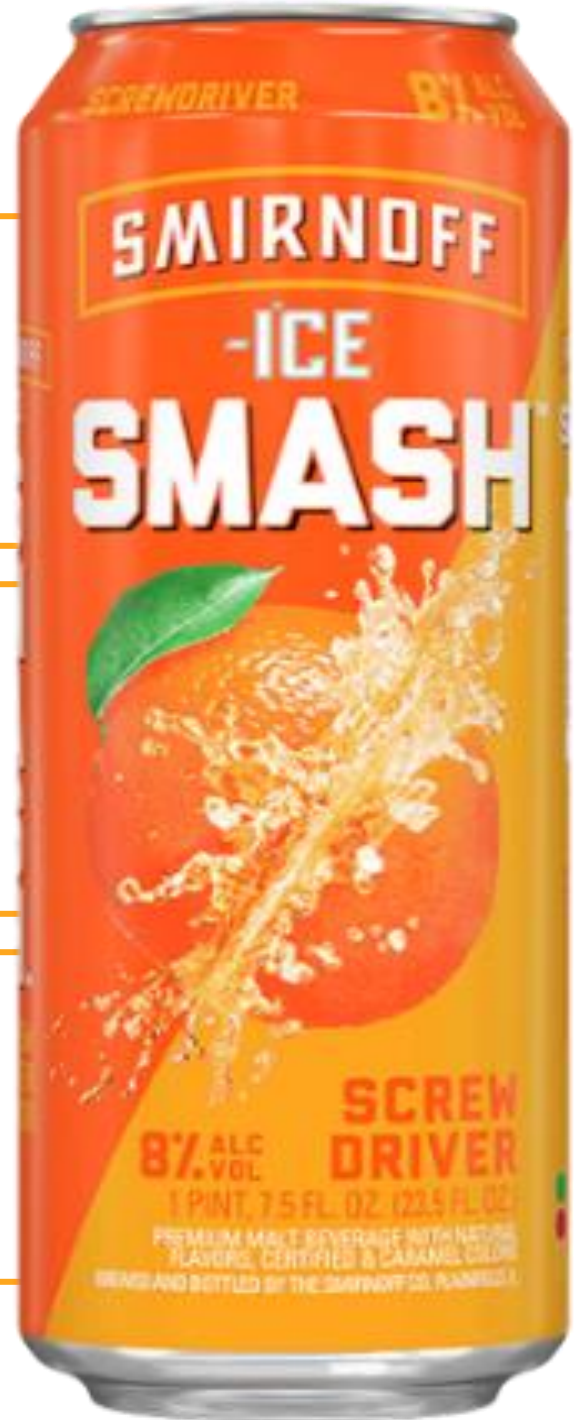
COMPLETE THE SET • DRIVE SALES

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

SMASH is the top growing (+48%) and fastest growing (+34%) +8% ABV singles FMB brand among top 10 selling brands¹
(\$ % Chg vs YA & ROS % Chg vs YA)

SMASH Screwdriver #1 top growing +8% ABV singles FMB brand item in dollars (+38%) and units (+30%) among top 15 selling brand items¹
(+30% vs +0.2%, ROS % Chg vs YA)

Orange flavored FMBs are the fastest selling +8% ABV FMB flavor (\$4.5MM) and its dollar growth is outpacing the entire segment¹
(12% vs 6%, ROS & \$ % Chg vs YA)



Are you missing out on sales?

Despite strong performance SMASH Screwdriver only has 20% distribution¹



Screwdriver SMASH 16oz UPC



Screwdriver SMASH 23.5oz UPC

1. Nielsen, Total US CONV, L52WK 09/05/20

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



SMASH SCREWDRIVER



COMPLETE THE SET • DRIVE SALES

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	\$298,398,627	12%	135,746,082	7%	\$7,312,332	13%
FOUR	\$129,724,454	1%	44,699,549	(1%)	\$5,600,538	9%
RITAS	\$95,490,970	(17%)	34,302,880	(18%)	\$5,303,070	3%
CLUBTAILS	\$82,380,622	18%	44,404,505	16%	\$8,517,788	(1%)
SMIRNOFF ICE SMASH	\$68,716,439	48%	28,515,904	40%	\$5,056,608	34%
REDD'S	\$56,319,525	(5%)	20,435,491	(4%)	\$3,418,648	23%
STEEL RESERVE	\$56,044,239	2%	28,010,648	1%	\$2,660,559	20%
MXD	\$18,676,548	41%	9,818,541	39%	\$1,136,160	32%
SEAGRAM'S	\$12,762,847	(0.3%)	4,664,121	(2%)	\$917,571	2%
JOOSE	\$7,450,422	(2%)	2,902,276	(3%)	\$3,326,041	(1%)

- **SMASH #1 top and fastest growing brand among top 10 selling Single +8% ABV Canned FMB brands (DOLLARS % CHG VS YA & 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 10 SELLING +8% ABV FMB BRAND ITEMS

+8% ABV SINGLE CAN BRAND ITEMS	DOLLARS	DOLLARS % CHG VS YA	UNITS	UNITS % CHG VS YA	ROS	ROS % CHG VS YA
MIKE'S HARDER LEMONADE	\$116,078,905	18%	52,396,815	13%	\$1,959,348	15.3%
MIKE'S HARDER CRANBERRY LMND	\$49,488,751	7%	22,188,347	2%	\$1,350,167	7.1%
REDD'S WICKED APPLE ALE	\$39,881,770	0.2%	14,413,479	1%	\$1,933,992	11.1%
RITAS STRAW BER RITA	\$36,878,524	(3%)	12,727,607	(4%)	\$946,407	15.9%
FOUR LOKO GOLD	\$30,274,029	(3%)	10,407,104	(4%)	\$1,042,344	4.3%
MIKE'S HARDER BLOOD ORANGE	\$30,161,435	(5%)	15,643,153	(7%)	\$718,129	(3.2%)
MIKE'S HARDER STRAWBERRY LMND	\$29,597,332	2%	15,558,098	1%	\$580,340	4.2%
MIKE'S HARDER BLK CHERRY LMND	\$27,215,413	4%	14,339,889	2%	\$544,308	3.9%
FOUR LOKO SOUR APPLE	\$26,788,518	8%	9,078,320	7%	\$1,032,841	34.8%
FOUR LOKO FRUIT PUNCH	\$21,124,881	(14%)	7,423,910	(14%)	\$491,276	(7.6%)
RITAS LIME A RITA	\$20,735,687	(12%)	7,146,670	(12%)	\$610,162	14.1%
SMIRNOFF ICE SMASH SCREWDRIVER	\$20,144,834	38%	8,635,513	30%	\$991,564	16.0%
MIKE'S HARDER MANGO PUNCH	\$19,323,067	22%	6,455,420	19%	\$743,195	17.5%
CLUBTAILS BAHAMA MAMA	\$17,706,416	23%	9,530,546	19%	\$1,063,085	(0.6%)
MIKE'S HARDER SPKD STWB PN PCH	\$16,532,473	23%	5,593,383	21%	\$661,299	12.9%

- **Smirnoff Ice SMASH Screwdriver is the #1 top growing in dollars (+38%) and units (+30%) among top 15 selling single +8% ABV canned FMB brand items (DOLLARS % CHG VS YA & UNITS % CHG VS YA)¹**

1. Nielsen, Total US CONV, L52WK 09/05/20; 2. IRI Total US All Outlets L52WE 09/06/20

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