



SMASH STRAWBERRY LEMON



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 Strawberry Lemon is #1 top growing +8% ABV singles FMB brand item in dollars (+39%) among top 20 selling items and growing faster than the total category (+13% vs +8%)¹
(\$ % Chg vs YA & ROS % Chg vs YA)

Lemon (#1, \$125K) and Strawberry (#2, \$90K) are the top 2 selling +8% ABV single FMB flavors, SMASH is the only brand carrying the Strawberry Lemon flavor¹ (\$ Sales)



Are you missing out on sales?

Despite strong performance SMASH Strawberry Lemon only has 29% distribution¹



Strawberry + Lemon SMASH 16oz UPC



Strawberry + Lemon 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 20 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 STRWBRY LMN	\$14,918,630	39.1%	5,845,921	30.1%	\$841,440	13.3%
SMIRNOFF ICE SMASH SCREWDRIVER	\$20,591,091	38.9%	8,800,454	31.4%	\$1,012,879	20.1%
MIKE'S HARDER SPKD STWB PN PCH	\$17,011,531	24.4%	5,742,067	22.4%	\$680,461	14.4%
CLUBTAILS BAHAMA MAMA	\$18,017,817	22.9%	9,667,776	19.6%	\$1,089,757	(0.1%)
MIKE'S HARDER MANGO	\$19,633,250	21.8%	6,547,327	19.1%	\$755,125	17.1%
MIKE'S HARDER LEMONADE	\$117,200,266	17.5%	52,656,718	12.2%	\$1,962,438	14.6%
CLUBTAILS SEX ON THE BEACH	\$16,314,758	12.7%	8,839,675	11.3%	\$1,000,948	4.6%
CLUBTAILS SUNNY MARGARITA	\$14,460,549	11.3%	7,777,693	8.6%	\$1,428,908	(11.1%)
FOUR LOKO SOUR APPLE	\$26,924,184	8.2%	9,121,779	7.0%	\$1,058,238	38.6%
MIKE'S HARDER CRANBERRY LMND	\$50,025,167	7.3%	22,377,686	3.0%	\$1,380,849	8.6%
MIKE'S HARDER BLK CHERRY LMND	\$27,070,145	2.9%	14,234,407	1.1%	\$552,452	5.1%
MIKE'S HARDER STRAWBERRY LMND	\$29,702,556	2.4%	15,573,639	0.7%	\$582,403	4.4%
REDD'S WICKED APPLE ALE	\$40,001,695	0.5%	14,464,893	1.3%	\$1,973,688	14.9%
FOUR LOKO GOLD	\$30,350,988	(1.4%)	10,421,445	(2.8%)	\$1,037,873	4.7%
RITAS STRAW BER RITA	\$36,899,511	(2.6%)	12,729,013	(3.8%)	\$960,873	17.7%

- **Smirnoff Ice SMASH Strawberry Lemon is the #1 top growing in dollars (+39%) among top 20 selling single +8% ABV canned FMB brand items (DOLLARS % 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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