



Seagram's escapes®

MAKE HAPPINESS HAPPEN

BLUEBERRY ACAI LEMONADE

A WINNING BRAND

- Seagram's Escapes is a consistent winner, outpacing segment growth year after year and celebrating 12 consecutive years of brand growth
- Seagram's Escapes consistently drives dollar sales, delivering above average dollars per item per store per week
- Seagram's Escapes drives basket ring, with the 2nd highest basket size across the competitive set
- Seagram's Escapes delivers incremental sales with additional assortment, as stores with wider assortment deliver higher rate of sale

A FAN FAVORITE IN A WINNING PACK SIZE

- Blueberry Acai Lemonade is the #1 flavor requested by consumers writing into our customer service team and social channels
- Consumers purchase their favorite flavor in a 4pk for an immediate reward during their "Me Time"
- They pick their go-to flavor, and will often mix and match with a 2nd 4pk in order to have variety
- Perceived value to the 6pk encourages them to buy another 4pk

LAUNCH DETAILS

SKU	4pk, 11.2oz Bottle
FSD	Feb 1, 2023
In Market	Mar 1, 2023
Availability	National
Pricing	Line-Priced with existing Escapes 4pks
Case Dimensions	15"L x 10.5"W x 8.75"H
Case Weight	28.34 lbs.
Pallet Configuration	12 units/layer x 6 layers/pallet = 72 units/pallet
Pallet Weight	2,040.48 lbs.
Shelf Life	12 Months



Source: Ipsos FMB Brand Tracking Study, W2 2019, n=1017 P6M FMB Consumers, P6M Female FMB Consumers, P6M Total Alcohol Consumers, Total US; IRI Multiple Purchase Report, TTL Shopper Loyalty Stores, Distribution of trips & volume by units per trip, Last 52wks ending 6/13/21; IRI, Unify, TTL US MULO, Traditional FMB, Trad FMB 4pk & 6pks, Traditional FMB Brand Extensions, Flavored Beer/FMB/Cider, Flavor Groups, Dollars, Dollar % CYA, Dollars Per Week Per Store Selling, 52we 041022

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Please enjoy our flavored malt beverages responsibly.
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