

Seagram's escapes® Spiked®



THE RIGHT BRAND

- Seagram's Escapes is a Top 10 FMB Brand in Total US
- Spiked is the **#6 best-selling brand in the Total US Convenience and Total US**
- Spiked drove **3% of High ABV FMB growth** in Total US C-Store in 2020
- Seagram's Escapes Spiked is the **#7 fastest growing FMB brand** in Total US Conv CY2020

SEAGRAM'S ESCAPES SPIKED BLUE RAZBERRY

- Flavor is the **#1** driver of purchase and Seagram's is the brand best known for its flavor variety as well as delicious tasting flavors
- Blue Raspberry tested extremely well in primary research for appeal, fit, and purchase intent among consumers and was the **#7 NEW** High ABV FMB in TTL US C-Store in 2020
- Blue Raspberry is the **#2** most preferred flavor among P3M High ABV FMB consumers (Strawberry Blast is **#1**); it ranks **#1** most preferred among males, and **#3** among females

THE RIGHT OPPORTUNITY

- Seagram's Escapes Spiked provides an opportunity for **INCREMENTAL** volume as different ABV levels meet different consumer need states & occasions
- **High ABV FMBs account for 42% of FMB volume** in the C-Store channel
- **High ABV FMBs** are less seasonal than other products in the category, providing a **consistent selling opportunity**
- **Women** are an untapped opportunity for growth – they represent **46% of c-store shoppers** and they represent **51% of High ABV FMB consumers**



23.5 oz.
can unit UPC

CONFIGURATION	SINGLE CANS
SKU	12PK LSE 23.5OZ CAN
UNIT DIMENSIONS	W: 2.8" x H: 7.875"
CASE DIMENSIONS	L: 11.875" x W: 8.875" x H: 7.875"
CASE WEIGHT	20.5 lbs.
PALLET CONFIGURATION	17 units/layer x 6 layers/pallet = 102 units/pallet
PALLET WEIGHT	2,091 lbs.