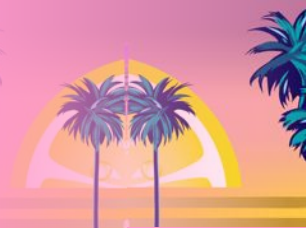


# SMIRNOFF PINK LEMONADE

VODKA | SELTZER | FMB



## THINK PINK

- +151% Pink Lemonade Flavored Alcoholic Beverages \$ sales!<sup>1</sup>
- 1 IN 4 HH that purchase lemonade each quarter<sup>2</sup>
- 1 IN 5 Restaurants feature lemonade on the menu<sup>3</sup>

## THINK SMIRNOFF

- +8% Smirnoff Vodka dollar sales<sup>4</sup>
- +48% Smirnoff Seltzer dollar sales<sup>5</sup>
- +22% Smirnoff Ice dollar sales<sup>5</sup>

## THINK CROSS-CATEGORY KNOW-HOW!

Smirnoff **RED, WHITE & BERRY** is a HUGE success!

- +39% Smirnoff RW&B Vodka \$ sales<sup>4</sup>
- +407% Smirnoff RW&B Seltzer \$ sales<sup>6</sup>
- +66% Smirnoff RW&B FMBs \$ sales<sup>5</sup>



## INCREASE SUMMER SALES WITH SMIRNOFF PINK LEMONADE ACROSS KEY SEASONAL CATEGORIES!



1. IRI Total US MULO+CONV L52WE 10.04.2020; 2. Numerator – HH Penetration – Quarter Ending Sept 30, 2020; 3. Technomic – Operator Penetration – Q2 2020; 4. IRI Total US MULO+CONV L52WE 11.01.2020; 5. Nielsen Total US XAOC+CONV+LIQ L52WE 10.31.2020; 6. Nielsen Total US XAOC+CONV+LIQ 4WE 03.28.2020 vs 4WE 10.31.2020

# SMIRNOFF PINK LEMONADE

New **SMIRNOFF PINK LEMONADE** pairs bright notes of subtly sweet pink berries, with the refreshing lemonade flavor you know and love.



## SMIRNOFF ICE PINK LEMONADE FMB

- SMIRNOFF ICE is the **#3 top selling** FMB brand, and seeing **higher dollar growth than top selling brand** Mike's (+22% vs +15%)<sup>1</sup>
- SMIRNOFF ICE is the **fastest growing brand** among top 5 selling brands, +23% vs YA<sup>1</sup>



11.2oz bottle



6pk carton



4/6 shipper

MAD: April

Format: 11.2oz bottles / 6-pack

SRP: Line-priced

## SMIRNOFF ICE PINK LEMONADE JOINS THE SMIRNOFF ICE PARTY PACK!

3x **NEW** Pink Lemonade

3x Original

3x Screwdriver

3x Green Apple

- SMIRNOFF PINK LEMONADE will be replacing Peach Bellini
- **Available Year Round**
- **Target On-Shelf** – April 1, 2021



ARTWORK FPO



12pk carton



TO COME

2x12pk tray

**91%** Consumers say packaging is “fun, exciting, modern, and refreshing”<sup>2</sup>

1. Nielsen Total US XAOC+CONV+LIQ L52WE 10.31.2020;2. Pack Test Results

PLEASE DRINK RESPONSIBLY  
The Smirnoff Company, New York NY

\* Confidential \*

# SMIRNOFF PINK LEMONADE



## SMIRNOFF ICE PINK LEMONADE

Unit of Measure	US
Brand Name	<i>Smirnoff ICE Pink Lemonade</i>
Size	11.2oz
SAP Code	766684
Bottle UPC	082000797227
Carrier UPC	082000766001
Shipper UPC	082000797241
Proof/%ABV	4.5%
Bottles Per Case	24
Cases Per Tier	12
Tiers Per Pallet	6
Cases Per Pallet	72
Case Weight (lbs)	30
Full Pallet Weight (lbs)	2225
<b>Case Dimensions</b>	
Case Length	15.25"
Case Width	10.375"
Case Height	8.875"
<b>Bottle Dimensions</b>	
Bottle Length	2.25"
Bottle Width	2.25"
Bottle Height	8.25"
<b>Pallet Dimensions</b>	
Overall Width of Complete Pallet	41.5"
Overall Height of Complete Pallet	58.25"
Overall Length of Complete Pallet	48"
Total Overhang, Short Direction	1.5"
Total Underhang, Long Direction	1.625"
Total Underhang, Short Direction	N/A

BLY

The Smirnoff Company, New York NY

\* Confidential \*

# SMIRNOFF PINK LEMONADE

New **SMIRNOFF PINK LEMONADE** pairs bright notes of subtly sweet pink berries, with the refreshing lemonade flavor you know and love.

## SMIRNOFF SELTZER PINK LEMONADE



- SMIRNOFF SELTZER is the **#3 top growing seltzer brand** among top 5 selling brands, **+48%** vs YA<sup>1</sup>
- SMIRNOFF SELTZER **ROS up +79%** vs YA<sup>1</sup>



12OZ CAN



12PK CARTON



12PK TRAY

MAD (Seltzer Variety 12-Pack): July 9  
Format: 12oz slim can (in Seltzer Variety 12-Pack)  
SRP: Line-priced



Brand Name	Smirnoff Seltzer
SKU Description	Smirnoff Seltzer Pink Lemonade Pack
Size	12oz slim can (2x12pk)
SKU #	768265
Container UPC (Can)	082000797586
Carton UPC	082000797623
Tray UPC	082000797630
Proof/% ABV	4.50%
Can per Tray	24
Cartons per Tray	2
Trays per tier	13
Tiers per pallet	8
Trays per pallet	104
Tray weight (lbs)	20.05lb
Full pallet weight	2,135.2 lb
Carton Dimension	
Length	9"
Width	6.75"
Height	6.156"
Tray Dimensions	
Length	14.125"
Width	9.4375"
Height	3"
Pallet Dimensions	
Length	48"
Width	40"
Height	55.052"
Can Dimensions	
Length	2.25"
Width	2.25"
Height	6.125"