

SMIRNOFF

ICE

INTRODUCING SMIRNOFF ICE ORANGE CREAM POP RAMPING UP SUMMER SALES WITH RETRO REFRESHMENT

A delicious adult twist to the classic frozen treat consumers love with **Smirnoff Ice Orange Cream Pop**! Our latest innovation will make summer BBQs & pool parties even sweeter by packing this bold, nostalgic frozen treat flavor into the perfect, convenient ICE-y beverage.



Consumers can also find the retro Orange Cream Pop flavor in our NEW **SUNNY DAYS** Variety Pack

ORANGE CREAM POP IS SURE TO ZEST UP YOUR SUMMER SALES

FMBS CONTINUE TO DRIVE GROWTH IN MALT BEVERAGE

SMIRNOFF ICE IS AN ICON AND A TOP BRAND

\$4.4B

In \$ sales for FMBS L52 wks¹

#1

Top-growing & selling segment of malt alternatives¹



SMIRNOFF IS THE #3 TOP-SELLING FMB BRAND FAMILY WITH \$ SALES GROWTH OUTPACING KEY COMPETITOR MIKE'S¹

FLAVOR IS THE #1 PURCHASE DRIVER FOR FMBS & CONSUMERS WANT NOSTALGIC FLAVORS

ORANGE FMBS ARE GROWING + SMIRNOFF ICE HAS PROVEN SUCCESS

76% of consumers 22 to 55

69% of consumers 45 to 64

70% of consumers 65+

all reported that they love things that remind them of the past²

THE NOSTALGIA TREND HAS PROVEN TO TRANSCEND AGE BRACKETS!

+8%

\$ sales growth vs. YA for orange-flavored FMBS¹

\$151M

In \$ sales for orange-flavored FMBS¹

#1

Smirnoff Ice Screwdriver is the #1 selling orange-flavored FMB 6pk with \$40M in \$ sales¹



Q



NEWSLETTER

The '90s Are Back in a Big Way: Nostalgic Beverages Drive C-Store Traffic

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ICE

ROUBUST SUMMER 2025 LAUNCH

SUPPORTING ORANGE CREAM POP, SUNNY DAYS, AND RED, WHITE & BERRY REDESIGN



DRIVE DISPLAY WITH VISIBILITY TOOLS



ORANGE CREAM POP
SHELF WOBBLER



ORANGE CREAM POP
CASE TUCKER



ORANGE CREAM POP
CASE STACKER



COMBO CASE STACKER



PLEASE DRINK RESPONSIBLY

SMIRNOFF ICE Premium Flavored Malt Beverage | The Smirnoff Co. New York, NY

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ICE

RECOMMENDED SHELF | LARGE FORMAT



Create "emotive platform" brand block & merchandise next to redesigned Red, White & Berry

ORANGE CREAM POP RECOMMENDED DISPLAY



MASS DISPLAY

Smirnoff Ice Orange Cream Pop mass display goal = 20%-25% of total cases



MASS PORTFOLIO DISPLAY

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RECOMMENDED SHELF | C-STORE



Create “emotive platform” brand block & merchandise next to redesigned Red, White & Berry

ORANGE CREAM POP RECOMMENDED DISPLAY



COMBO CASE STACKER



ORANGE CREAM POP
CASE STACKER

Secure stand
alone intro-
displays + displays
with redesigned
RWB 6pk

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ORANGE CREAM POP SPECS + SCANNABLES

Brand Name	Smirnoff Ice Orange Cream Pop
Size	11.2 oz/330mL Glass Bottles
SAP Code	04x06 Carrier Pack
	791237
Bottle UPC	082000809081
Zero Suppressed UPC	N/A
Carton UPC	082000809111
Shipper SCC	082000809128
Proof/%ABV	4.50%
Cans Per Case	24
Cases Per Layer	12
Layers Per Pallet	6
Cases Per Pallet	72
Case Weight (lbs)	28.91
Full Pallet Weight (lbs)	2146.52
Case Dimensions	
Case Length	15"
Case Width	10.125"
Case Height	8.375"
Can Dimensions	
Can Width	2.376"
Can Height	8.359"
Bottle Dimensions	
Pallet Dimensions	
Overall Length of Complete Pallet	41.5"
Overall Width of Complete Pallet	48"
Overall Height of Complete Pallet	58.25"

On Shelf
Feb 1, 2025



CARTON



BOTTLE



TASTING NOTES: A rich aroma of candied orange and vanilla ice cream, refreshing and sweet on tasting and with a finish that is full and flavorful

PLEASE DRINK RESPONSIBLY

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