SMIRNOFF

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

IVE SMIRNOFF ICE IS AN ICON AGE AND A TOP BRAND

\$4.4B

In \$ sales for FMBs L52 wks¹

#1

Top-growing & selling segment of malternatives¹



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

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!

MEWSLETTER

CSP

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

ORANGE FMBS ARE GROWING + SMIRNOFF ICE HAS PROVEN SUCCESS

+8%

\$ sales growth vs. YA for orangeflavored FMBs¹ \$151M

In \$ sales for orangeflavored FMBs¹

#1

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





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



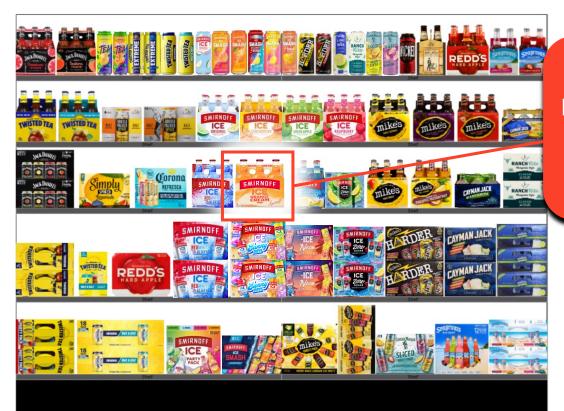
ORANGE CREAM POP CASE STACKER



COMBO CASE STACKER



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



RECOMMENDED SHELF | C-STORE



ORANGE CREAM POP RECOMMENDED DISPLAY



COMBO CASE STACKER



ORANGE CREAM POP

Secure stand alone introdisplays + displays with redesigned RWB 6pk



ORANGE CREAM POP SPECS + SCANNABLES

Brand Name	Smirnoff Ice Orange Cream Pop
	11.2 oz/330mL Glass Bottles
Size	04x06 Carrier Pack
SAP Code	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	Bottle Dimensions
Can Width	2.376"
Can Height	8.359"
Pallet Dimensions	
Overall Length of Complete Pallet	41.5"
Overally Width of Complete Pallet	48"
Overall Height of Complete Pallet	58.25"







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

