



## RTD SHELF SET



## BRANDED ICE BUCKET



## COUNTER POS RACK



## **FLOOR STAND**



## BRAND OVERVIEW

- SRP \$6.99/3-Pack (150ml)
- 1 Case = 12 Sleeves of Three
- Vodka 20% ABV, Whiskey 22.5% ABV, Tequila 27.5% ABV

## RETAILER BENEFITS

- Drive Impulse Sales
- Trade Up from Other RTD Shots
- No Refrigeration Required
- POS Available

## CONSUMER BENEFITS

- Made with Premium Spirits
- Natural Flavors / Real Fruit Juice
- Low Sugar / Low Calorie
- Portable and Ready to Drink

## THE MARKET

- Men & Women, Ages 21-34
- Home Entertaining, Holidays & Special Events
- Ideal for Tailgating, Boating, Beach, BBQ and Pre-Gaming.

## MIXOLOGY INSPIRED FLAVORS



Tequila,  
Cinnamon  
& Orange



Vodka  
Kamikaze



Vodka,  
Lychee &  
Grapefruit



Vodka  
Lemon  
Drop



Whiskey  
Fireshot

## AS SEEN IN



The Miami Herald

The  
New York  
Times

NEW YORK POST

BusinessWeek

CHILLED  
Spirits



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