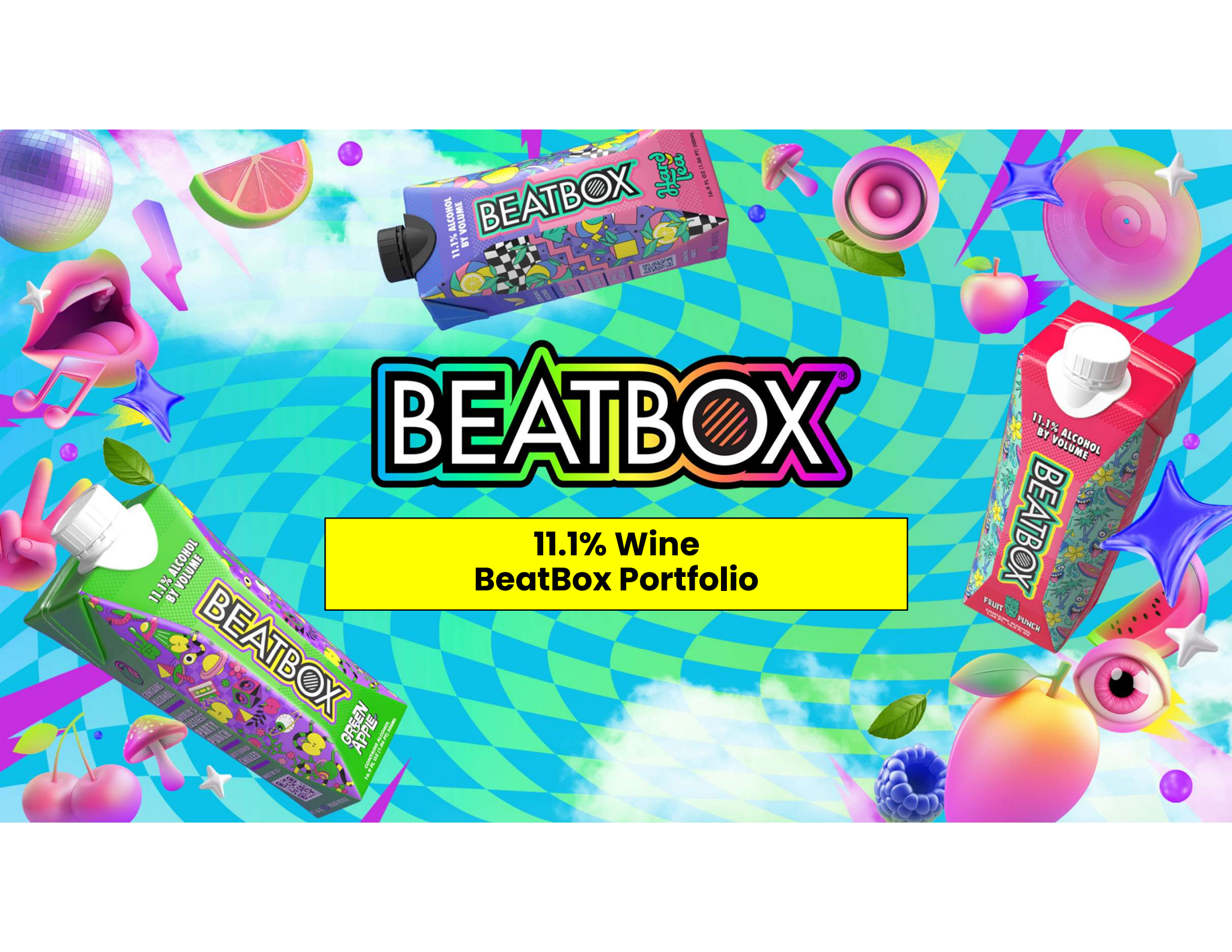




BEATBOX®

**11.1% Wine
BeatBox Portfolio**

Table of Contents – Wine 11.1 Singles

✦ **PARTY PUNCH** ✦



Limited Time Innovation



330ml- On Premise



HARD TEA



LEMONADE



Table of Contents – Wine 11.1 Pack Types

4 Packs



Multi-Packs





BEATBOX®

★ PARTY PUNCH ★

**11.1% Wine
BeatBox Portfolio**



Flavor Description:

Blue Razzberry: It's Party Science.

The flavor that shows up and shows out. Blue Razzberry mixes tang with just a touch of sweetness, plus a hint of citrus that brings the party straight to your taste buds. This 11.1% ABV drink is ready to add a little spark to whatever you've got planned.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Flavor dominance. Blue Razzberry Wine Single is the #1 raspberry alcoholic beverage in the entire 4th Category, across all pack sizes. YTD, Blue Razzberry has generated \$43M in sales, 25% of the entire raspberry flavor segment.



Wine 11.1% UPC

L90 Day Facts

104K Active Accounts

3.9 Account BBU ROS

47 BeatBox per Account

Source: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. 4th Category Defined As Cocktails Novelties + Pods + Ready To Drink + Ready To Serve + Shooters, Flavored Malt Beverages, Hard Seltzers, Wine Based Alternatives + Cocktails. Items Containing "Raspberry" In Their Flavor Attribute.



Fruit Punch: It's Party Science.

A tsunami of tropical flavors like sweet pineapples and berries all swirl together in one irresistible sip. At 11.1% ABV, it's the flavor that makes you think, "I deserve a trip!" Take that, PTO balance!

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Retailers are invested. YTD, Fruit Punch Wine Single has gained more points of distribution vs LY than any other Single in the 4th Category, the only SKU with double-digit distribution gains (absolute chg vs YA).



Wine 11.1% UPC

L90 Day Facts

99K Active Accounts

3.8 Account BBU ROS

46 BeatBox per Account

Source: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. 4th Category Singles Defined As Cocktails Novelties + Pods + Ready To Drink + Ready To Serve + Shooters, Flavor Malt Beverages, Hard Seltzers, Wine Based Alternatives + Cocktails, Pack Size = 1, 26 Ounces or Less.

ORANGE BLAST

Flavor Description:

Orange Blast: It's Party Science.

Orange Blast is what happens when the flavor of fresh oranges finally decide to go buck wild. Bright, zesty, and unapologetically citrusy—it tastes like someone cranked that sunshine dial up to 11. At 11.1% ABV, it makes every party worth the squeeze.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Appeals to the coveted LDA Gen Z shopper. In the L52W, Orange Blast shoppers are 2.4X more likely than the typical RTD shopper to be LDA Gen Z. 20% of Orange Blast shoppers are LDA Gen Z. 72% of BeatBox and 47% of consumers were interested in purchasing just in the concept phase.



Wine 11.1% UPC

L90 Day Facts

52K Active Accounts

3.0 Account BBU ROS

36 BeatBox per Account

Source: Numerator Insights, [Advanced Shopper Profile](#), Total US, Latest 52 Weeks (L52W) Through 8.31.25. LDA = Legal Drinking Age; Numerator [Orange Blast Concept Test](#), 4.4.2024



Flavor Description:

Green Apple: It's Party Science.

Like biting into a crisp apple—if that apple was also throwing a house party and didn't invite your ex. It brings tangy, juicy sweetness with just the right amount of sass. At 11.1% ABV, it's bold enough to stand out in the crowd but friendly enough to keep you coming back for more.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Appeals to the Hispanic shopper. Green Apple shoppers are nearly 2X as likely as the typical RTD shopper to be Hispanic. 30% of Green Apple shoppers are Hispanic. Green Apple is also gaining space at shelf, doubling its distribution points since last year.



Wine 11.1% UPC

L90 Day Facts

52K Active Accounts

2.8 Account BBU ROS

33 BeatBox per Account

Scan: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. Shopper: Numerator Insights, [Advanced Shopper Profile](#), Total US, Latest 52 Weeks (L52W) Through 8.31.25.



Flavor Description:

Cherry Limeade: It's Party Science.

Classic duo, upgraded swagger. Cherry Limeade is the flavor combo that's almost too good to be true. Almost. The taste of sweet cherries tag-team with zesty lime for a bold 11.1% ABV. Sometimes the classics just need a little extra kick.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Fast mover. Cherry Limeade Wine Single is 60% more productive at shelf than the category average for 4th Category Singles. YTD, Cherry Limeade moved over 20K units per point of distribution per week.



Wine 11.1% UPC

L90 Day Facts

53K Active Accounts

3.3 Account BBU ROS

39 BeatBox per Account

Source: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. 4th Category Singles Defined As Cocktails Novelties + Pods + Ready To Drink + Ready To Serve + Shooters, Flavor Malt Beverages, Hard Seltzers, Wine Based Alternatives + Cocktails, Pack Size = 1, 26 Ounces or Less.



Flavor Description:

Juicy Mango: It's Party Science.

A permanent vacation in your glass. The flavor of tropical mangoes delivers a smooth, sunny sip with just the right hint of fun. At 11.1% ABV, it's your ticket to kicking back and letting the good times roll.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Flavor dominance. Juicy Mango Wine Single is the #1 mango alcoholic beverage within RTD Singles. YTD, Juicy Mango has generated \$16M in sales, 45% of the entire mango flavor segment.



Wine 11.1% UPC

L90 Day Facts

50K Active Accounts

3.3 Account BBU ROS

40 BeatBox per Account

Source: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. Ready To Drink (RTD) Singles Defined As Cocktails Novelties + Pods + Ready To Drink + Ready To Serve + Shooters, Wine Based Alternatives + Cocktails, Pack Size = 1, 26 Ounces Or Less. Items Containing "Mango" In Their Flavor Attribute.



Flavor Description:

Mystic Grape: It's Party Science.

Take your taste buds on a flavor journey to the grape beyond. Each sip striking the perfect balance of sweet and tart and bursting with the delicious flavor of sun-ripened grapes. Crisp & smooth: this flavor was written in the stars.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Hot launch. Mystic Grape has already generated over \$2.3M in sales in just the past 3 months, since its first scan date. 51% of annual RTD consumers have a positive affinity (love + like) of Mystic Grape, and is the top new flavor BeatBox's core consumer base was most excited for this year.



**11.1%
ABV**



8 50059 19531 4

Wine 11.1% UPC

L90 Day Facts

52K Active Accounts

2.6 Account BBU ROS

31 BeatBox per Account

Scan: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. Morning Consult BeatBox Brand Health Tracker Wave 4, Sept. 2025 N=2457



Flavor Description:

Tropical Punch: It's Party Science.

Tropical Punch is the kind of drink that shows up to your BBQ wearing a floral shirt blasting a killer playlist. At 11.1% ABV, the taste of pineapple, passion fruit, and a hint of coconut blend together for a mini vacation in every sip—no TSA pre-check required.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Traffic Driver. Tropical Punch Shoppers make 29% more trips to the store than the typical RTD shopper. Top flavor among both alcohol consumers (58%) and annual RTD consumers (64%).



Wine 11.1% UPC

L90 Day Facts

47K Active Accounts

3.1 Account BBU ROS

37 BeatBox per Account



Flavor Description:

Cranberry Dreams: It's Party Science.

Striking that sweet-and-tart balance like it's no big deal. With the taste of cranberries and raspberries, it's a little bright, a little smooth, and has just enough sophistication to keep things interesting. And at 11.1% ABV, it's ready to show up, hang out, and keep your taste buds guessing.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Fast mover. Cranberry Dreams Wine Single is 130% more productive at shelf than the category average for RTD Wine Singles. YTD, Cranberry Dreams moved 16K units per distribution point per week.



Wine 11.1% UPC

L90 Day Facts

19K Active Accounts

2.7 Account BBU ROS

32 BeatBox per Account

Source: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. RTD Wine Singles Defined As Wine Based Alternatives + Cocktails, Pack Size = 1, 26 Ounces or Less.

Flavor Description:

Fresh Watermelon: It's Party Science.

Maximum chill, bottled up. No seeds. It's smooth, crisp, and tastes like dunking your head into a cool pool on a hot day. At 11.1% ABV, it's basically your BFF for every cookout, lake day, or any excuse to relax—no questions asked!

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly



Wine 11.1% UPC

Flavor Description:

Peach Punch: It's Party Science.

Sunny, sweet, and more than a little bit bold. Peach Punch brings you the taste of ripe peaches with a refreshing finish that's anything but shy. With an 11.1% ABV, it's got the perfect balance of charm and punch to make summer feel endless, no matter the season.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly



Wine 11.1% UPC





BEATBOX[®]

HARD TEa

**11.1% Wine
BeatBox Portfolio**



Flavor Description:

Hard Tea: It's Party Science.

Effortlessly classic for a reason. Real tea, the taste of lemon, and a clean finish make for a sip that's cool without trying. At 11.1% ABV, it's refreshment that does more with less—like the friend who shows up in jeans and still looks better than everyone else.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Flavor dominance. Hard Tea Wine Single is the #1 tea-flavored, alcoholic beverage in the entire RTD Singles category. YTD, Hard Tea has generated over \$11M in sales, 20% of the entire tea-flavored segment.

Source: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. Ready To Drink (RTD) Singles Defined As Cocktails Novelties + Pods + Ready To Drink + Ready To Serve + Shooters, Wine Based Alternatives + Cocktails, Pack Size = 1, 26 Ounces Or Less. Items Containing "Tea" In Their Flavor Attribute.



Wine 11.1% UPC

L90 Day Facts

37K Active Accounts

2.9 Account BBU ROS

35 BeatBox per Account

LEMONADE HARD TEA

Flavor Description:

Lemonade Hard Tea: It's Party Science.

Classic comfort, with a twist. Lemonade Hard Tea combines the flavor of crisp lemon with real tea with real tea for something refreshingly uncomplicated. At 11.1% ABV, it's easy, smooth, and low-key, like a hammock on a sunny day. Plus, it has half the carbs & half the sugar than those other "hard" teas on the market.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

More bang for your buck. Lemonade Hard Tea is #1 selling high ABV product within RTD Tea Singles, contributing nearly 20% to total segment growth. Positive affinity (love + like) among 55% of alcohol consumers and 62% of annual RTD drinkers.



Wine 11.1% UPC

L90 Day Facts

11K Active Accounts

2.0 Account BBU ROS

24 BeatBox per Account

Source: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. Ready To Drink (RTD) Singles Defined As Cocktails Novelties + Pods + Ready To Drink + Ready To Serve + Shooters, Wine Based Alternatives + Cocktails, Pack Size = 1, 26 Ounces Or Less. Items Containing "Tea" In Their Flavor Attribute. High Abv = 10% ABV Or Greater; Morning Consult [Brand Health Tracker W3](#), June 2025 N= 2317

PEACH HARD TEA

Flavor Description:

Peach Hard Tea: It's Party Science.

Southern charm, meet easygoing energy. Peach Hard Tea blends the taste of sun-ripened peaches with real black tea, creating a drink that's smooth and inviting. With an 11.1% ABV, it's sweet without being flashy—a flavor that's as down-to-earth as your favorite porch swing. Plus, it has half the carbs & half the sugar than those other "hard" teas on the market.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Growth driver. YTD, Peach Hard Tea has grown 1200%+ vs LY, delivering \$1.6M more sales more this year than last year.



Wine 11.1% UPC

L90 Day Facts

11K Active Accounts

1.9 Account BBU ROS

23 BeatBox per Account

Scan: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25.

Mango HARD TEA

Flavor Description:

Mango Hard Tea: It's Party Science.

Like a tropical vacation minus the boarding pass. Mango Hard Tea blends the taste of ripe mangos with real tea for a taste that's bright, easygoing, and even a little cheeky. At 11.1% ABV, it's basically the perfect wingman. Plus, it has half the carbs & half the sugar than those other "hard" teas on the market.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly



Wine 11.1% UPC



BEATBOX[®]

LEMONADE

**11.1% Wine
BeatBox Portfolio**



Flavor Description:

Pink Lemonade: It's Party Science.

Not your typical lemonade stand bevvy. Pink Lemonade is bright, a little sweet, and just tart enough to keep you smiling. At 11.1% ABV, it's lemonade that finally stopped holding back—a drink that's classic with a twist and a whole lot of fun.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Flavor dominance. Pink Lemonade is the #1 selling RTD Lemonade Single in the entire US. YTD, Pink Lemonade generated \$26M in scan sales, 43% of total segment sales. Top most-loved flavor among all adults (58%).



Wine 11.1% UPC

L90 Day Facts

80K Active Accounts

3.3 Account BBU ROS

40 BeatBox per Account

Source: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. Ready To Drink (RTD) Singles Defined As Cocktails Novelties + Pods + Ready To Drink + Ready To Serve + Shooters, Wine Based Alternatives + Cocktails, Pack Size = 1, 26 Ounces Or Less. Items Containing "Lemonade" In Their Flavor Attribute; Morning Consult BeatBox Brand Health Tracker W3, June 2025 N= 2317

BLUEBERRY LEMONADE

Flavor Description:

Blueberry Lemonade: It's Party Science.

Meet Blueberry Lemonade where the taste of fresh blueberries and zesty lemons get a twist with 11.1% ABV and the big man himself, Shaq! It's bold, bright, and just the right amount of sweet — because why sip small when you can go BIG?

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Trial driver. Blueberry Lemonade Shoppers are 1.4X more likely to try new things while out shopping. Nearly 20% of Blueberry Lemonade Shoppers are impulse buyers, more likely to spend more per trip than planned purchasers. Blueberry Lemonade is also the #1 Wine Single launch of 2025. Already among the top most-loved flavors, with a positive affinity among 62% of annual RTD consumers.



Wine 11.1% UPC

L90 Day Facts

58K Active Accounts

2.8 Account BBU ROS

34 BeatBox per Account

Scan: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. Wine Singles Defined As Wine Based Alternatives + Cocktails, Pack Size = 1, 26 Ounces Or Less. Shopper: Numerator Insights, [Advanced Shopper Profile](#), Total US, Latest 52 Weeks (L52W) Through 8.31.25; Morning Consult BeatBox [Brand Health Tracker W3](#), June 2025 N= 2317

WATERMELON LEMONADE

Flavor Description:

Watermelon Lemonade: It's Party Science.

Summer called, and it's packing 11.1% ABV! Watermelon Lemonade is where the taste of fresh watermelon meets the tang of lemonade, perfect for beach days, afternoon hikes, or anytime you're ready to unwind.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Watermelon Lemonade is the #2 Wine Single launch of 2025, only second to BeatBox Blueberry Lemonade. 60% of annual RTD consumers have a positive affinity (love+like) of Watermelon Lemonade.



**11.1%
ABV**



Wine 11.1% UPC

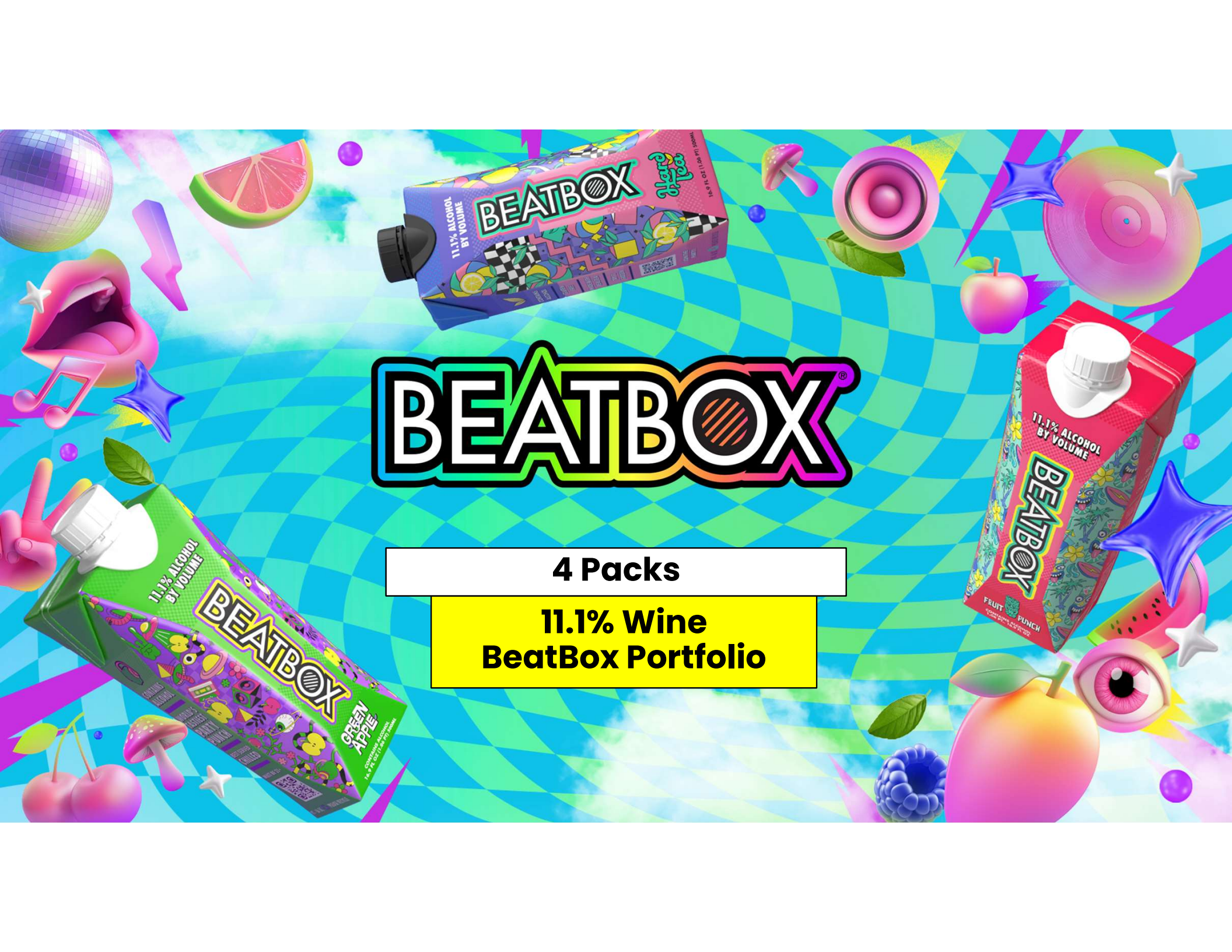
L90 Day Facts

33K Active Accounts

2.4 Account BBU ROS

29 BeatBox per Account

Scan: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. Wine Singles Defined As Wine Based Alternatives + Cocktails, Pack Size = 1, 26 Ounces Or Less; Morning Consult BeatBox Brand Health Tracker W3. June 2025 N= 2317



BEATBOX®

4 Packs

**11.1% Wine
BeatBox Portfolio**



Flavor Description:

Blue Razzberry: It's Party Science.

The flavor that shows up and shows out. Blue Razzberry mixes tang with just a touch of sweetness, plus a hint of citrus that brings the party straight to your taste buds. This 11.1% ABV drink is ready to add a little spark to whatever you've got planned.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Flavor dominance. Blue Razzberry Wine Single is the #1 raspberry alcoholic beverage in the entire 4th Category, across all pack sizes. YTD, Blue Razzberry has generated \$43M in sales, 25% of the entire raspberry flavor segment.



4-PACK WINE 11.1%



L90 Day Facts

13K Active Accounts

26% Accounts Buying 2x

38K 4 Packs at Retail

Source: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. 4th Category Defined As Cocktails Novelties + Pods + Ready To Drink + Ready To Serve + Shooters, Flavored Malt Beverages, Hard Seltzers, Wine Based Alternatives + Cocktails. Items Containing "Raspberry" In Their Flavor Attribute.



FRUIT PUNCH

Flavor Description:

Fruit Punch: It's Party Science.

A tsunami of tropical flavors like sweet pineapples and berries all swirl together in one irresistible sip. At 11.1% ABV, it's the flavor that makes you think, "I deserve a trip!" Take that, PTO balance!

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Retailers are invested. YTD, Fruit Punch Wine Single has gained more points of distribution vs LY than any other Single in the 4th Category, the only SKU with double-digit distribution gains (absolute chg vs YA).

Source: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. 4th Category Singles Defined As Cocktails Novelties + Pods + Ready To Drink + Ready To Serve + Shooters, Flavor Malt Beverages, Hard Seltzers, Wine Based Alternatives + Cocktails, Pack Size = 1, 26 Ounces or Less.



4-PACK WINE 11.1%



L90 Day Facts

14K Active Accounts

31% Accounts Buying 2x

41K 4 Packs at Retail



ORANGE BLAST

Flavor Description:

Orange Blast: It's Party Science.

Orange Blast is what happens when the flavor of fresh oranges finally decide to go buck wild. Bright, zesty, and unapologetically citrusy—it tastes like someone cranked that sunshine dial up to 11. At 11.1% ABV, it makes every party worth the squeeze.

- Non Carbonated
- Low Sugar
- Resealable

Juicy Facts

Appeals to the coveted LDA Gen Z shopper. In the L52W, Orange Blast shoppers are 2.4X more likely than the typical RTD shopper to be LDA Gen Z. 20% of Orange Blast shoppers are LDA Gen Z.



4-PACK WINE 11.1%



L90 Day Facts

6.2K Active Accounts

17% Accounts Buying 2x

19K 4 Packs at Retail



BLUEBERRY LEMONADE

Flavor Description:

Blueberry Lemonade:

It's Party Science.

Meet Blueberry Lemonade where the taste of fresh blueberries and zesty lemons get a twist with 11.1% ABV and the big man himself, Shaq! It's bold, bright, and just the right amount of sweet — because why sip small when you can go BIG?

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Trial driver. Blueberry Lemonade Shoppers are 1.4X more likely to try new things while out shopping. Nearly 20% of Blueberry Lemonade Shoppers are impulse buyers, more likely to spend more per trip than planned purchasers. Blueberry Lemonade is also the #1 Wine Single launch of 2025.

Scan: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. Wine Singles Defined As Wine Based Alternatives + Cocktails, Pack Size = 1, 26 Ounces Or Less. Shopper: Numerator Insights, [Advanced Shopper Profile](#), Total US, Latest 52 Weeks (L52W) Through 8.31.25.



4-PACK WINE 11.1%



L90 Day Facts

4.0K Active Accounts

29% Accounts Buying 2x

42K 4 Packs at Retail



Flavor Description:

Cherry Limeade: It's Party Science.

Classic duo, upgraded swagger. Cherry Limeade is the flavor combo that's almost too good to be true. Almost. The taste of sweet cherries tag-team with zesty lime for a bold 11.1% ABV. Sometimes the classics just need a little extra kick.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Fast mover. Cherry Limeade Wine Single is 60% more productive at shelf than the category average for 4th Category Singles. YTD, Cherry Limeade moved over 20K units per point of distribution per week.



4-PACK WINE 11.1%



L90 Day Facts

53K Active Accounts

3.3 Account BBU ROS

39 BeatBox per Account

Source: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. 4th Category Singles Defined As Cocktails Novelties + Pods + Ready To Drink + Ready To Serve + Shooters, Flavor Malt Beverages, Hard Seltzers, Wine Based Alternatives + Cocktails, Pack Size = 1, 26 Ounces or Less.



BEATBOX®

Variety Packs

**11.1% Wine
BeatBox Portfolio**

★ **PARTY PUNCH** ★

Flavor Description:

Can't choose? We get it! Score the best of everything with this ultimate party starter – you know, something for everyone!

Three flavors. Endless fun. Blue Razzberry, Fruit Punch, and Green Apple team up to bring the party in every sip!

L90 Day Facts

99K BeatBox Units

18K Active Accounts

5.6 Account BBU ROS

Juicy Facts

Multi pack leader. BeatBox Party Punch Variety Pack is the #1 Wine RTD 6 pack across the entire US.

**11.1%
ABV**



6-PACK WINE 11.1%



8 51133 00650 2

Scan: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. Ready To Drink (RTD) Wine 6 Packs Defined As Wine Based Alternatives + Cocktails, Pack Size = 6.

★ **PARTY PUNCH** ★

Flavor Description:

New Party Pack Variety Pack Mix!

Flowing through: begins Dec 2026

Three flavors. Endless fun.
Blue Razzberry, Fruit Punch, and **Orange Blast!**

L90 Day Facts

99K BeatBox Units

18K Active Accounts

5.6 Account BBU ROS

Juicy Facts

Multi pack leader. BeatBox Party Punch Variety Pack is the #1 Wine RTD 6 pack across the entire US.

NEW

**11.1%
ABV**



6-PACK WINE 11.1%



8 51133 00650 2

Scan: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. Ready To Drink (RTD) Wine 6 Packs Defined As Wine Based Alternatives + Cocktails, Pack Size = 6.

LEMONADE

Flavor Description:

190 Day Facts

28K BeatBox Units

8K Active Accounts

3.3 Account BBU ROS

When life gives you lemons, we make it a party.

Introducing the BeatBox Lemonade Variety Pack, featuring three bold, lip-smacking flavors that bring summer vibes all year long.

At 11.1% ABV, these Party Punch legends are low sugar, gluten-free, eco-friendly, and totally portable.

Inside, you'll find a zesty lineup: Blueberry Lemonade, Watermelon Lemonade, and the all-star Lemon's Squeeze.

Resealable and ready to roll—wherever the good times take you.

Cheers to lemonade done the BeatBox way!

Juicy Facts

Growth driver. BeatBox Lemonade Variety Pack is the #1 growth driver for RTD Wine 6 Packs, across both dollars and units.

**11.1%
ABV**



6-PACK WINE 11.1%



Scan: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. Ready To Drink (RTD) Wine 6 Packs Defined As Wine Based Alternatives + Cocktails, Pack Size = 6.

HARD Tea

Flavor Description:

190 Day Facts

16K BeatBox Units

5K Active Accounts

3.2 Account BBU ROS

It's time to Par-Tea like never before with the new BeatBox Hard Tea Variety Pack! Brewed with real tea and powered by an 11.1% ABV punch, these flavors are here to shake up your sip game. Meet the lineup: Lemonade Hard Tea, Mango Hard Tea, and Peach Hard Tea—full of flavor, but with less than half the sugar and carbs of those other “hard” teas. Bold, refreshing, and ready to bring the party wherever you go.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Top Seller. BeatBox Hard Tea Variety Pack is the #2 Wine RTD 6 pack across the entire US, only second to BeatBox Party Punch Variety Pack.

**11.1%
ABV**



6-PACK WINE 11.1%



Scan: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. Ready To Drink (RTD) Wine 6 Packs Defined As Wine Based Alternatives + Cocktails, Pack Size = 6.



BEATBOX®

2025 and 2026 Innovation

**11.1% Wine
BeatBox Portfolio**

SWEET HEAT CINNAMON

Flavor Description:

Each sip kicks off with a burst of warm cinnamon, layered with notes of sweet spice and a slow-building heat.

The finish is smooth yet fiery, leaving just the right amount of warmth to keep you coming back for more.

Spicy & Sweet: this flavor takes your taste buds on an expedition.

Sweet Facts

47% believe the product is extremely or somewhat unique



Launching: 10/1/26



WINE 11.1% UPC



Flavor Description:

Strawberry Kiwi: It's Party Science.

This smooth sip unleashes the fusion of ripe berry sweetness and the tropical kiwi zing for a flavor that's all party, no pause.

At 11.1% ABV, it's your all-access pass to full-throttle fun.

Juicy Facts

Proven Demand: A whopping **57% of US alcohol consumers are highly interested in Strawberry Kiwi BeatBox**, showing its broad market appeal. Plus, **Strawberry is already a top-requested new fruit flavor for BeatBox.**



LTO

11.1%
ABV

Launching: 2/1/26



Wine 11.1% UPC



Flavor Description:

Turn the party into paradise.

Coconut Breeze blends smooth coconut cream, bursts of ripe pineapple, and a snap of fresh lime for a full-on tropical takeover that's rich, juicy, and wildly sippable.

At 11.1% ABV, it's vacation-mode, anytime.

Fun Facts

20% of "beyond beer" shoppers are actively **looking for new products**. This aligns perfectly with the high interest in Margarita and Coconut (Pina Colada) flavors among current BeatBox consumers.



Launching: 5/1/26



Wine 11.1% UPC



XTREME SOUR BLACK CHERRY

Flavor Description:

XTreme Sour Cherry is here to pucker you up!

It starts with a rush of juicy, jammy cherry followed by a major twist: a savage blast of sour that sneaks up and smacks your taste buds into party mode.

At 11.1% ABV, it starts smooth, finishes wild, and keeps you coming back for more.

Don't say we didn't warn you...

Facts

The **sour market is a \$164M powerhouse**, growing 12% annually, and **Cherry is a top-desired BeatBox flavor**.



LTO

11.1%
ABV

Launching: 8/1/26



WINE 11.1% UPC

FPO



BEATBOX



**11.1% Wine
BeatBox Portfolio**



Flavor Description:

Blue Razzberry: It's Party Science.

The flavor that shows up and shows out. Blue Razzberry mixes tang with just a touch of sweetness, plus a hint of citrus that brings the party straight to your taste buds. This 11.1% ABV drink is ready to add a little spark to whatever you've got planned.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Flavor dominance. Blue Razzberry Wine Single is the #1 raspberry alcoholic beverage in the entire 4th Category, across all pack sizes. YTD, Blue Razzberry has generated \$43M in sales, 25% of the entire raspberry flavor segment.



Wine 11.1% UPC

Source: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. 4th Category Defined As Cocktails Novelties + Pods + Ready To Drink + Ready To Serve + Shooters, Flavored Malt Beverages, Hard Seltzers, Wine Based Alternatives + Cocktails. Items Containing "Raspberry" In Their Flavor Attribute.



Flavor Description:

Fruit Punch: It's Party Science.

A tsunami of tropical flavors like sweet pineapples and berries all swirl together in one irresistible sip. At 11.1% ABV, it's the flavor that makes you think, "I deserve a trip!" Take that, PTO balance!

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Retailers are invested. YTD, Fruit Punch Wine Single has gained more points of distribution vs LY than any other Single in the 4th Category, the only SKU with double-digit distribution gains (absolute chg vs YA).



Wine 11.1% UPC

Source: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. 4th Category Singles Defined As Cocktails Novelties + Pods + Ready To Drink + Ready To Serve + Shooters, Flavor Malt Beverages, Hard Seltzers, Wine Based Alternatives + Cocktails, Pack Size = 1, 26 Ounces or Less.



ORANGE BLAST

Flavor Description:

Orange Blast: It's Party Science.

Orange Blast is what happens when the flavor of fresh oranges finally decide to go buck wild. Bright, zesty, and unapologetically citrusy—it tastes like someone cranked that sunshine dial up to 11. At 11.1% ABV, it makes every party worth the squeeze.

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Appeals to the coveted LDA Gen Z shopper. In the L52W, Orange Blast shoppers are 2.4X more likely than the typical RTD shopper to be LDA Gen Z. 20% of Orange Blast shoppers are LDA Gen Z.



Wine 11.1% UPC



BLUEBERRY LEMONADE

Flavor Description:

Blueberry Lemonade: It's Party Science.

Meet Blueberry Lemonade where the taste of fresh blueberries and zesty lemons get a twist with 11.1% ABV and the big man himself, Shaq! It's bold, bright, and just the right amount of sweet — because why sip small when you can go BIG?

- Ready to Drink
- No Bubbles
- Resealable
- Eco-Friendly

Juicy Facts

Trial driver. Blueberry Lemonade Shoppers are 1.4X more likely to try new things while out shopping. Nearly 20% of Blueberry Lemonade Shoppers are impulse buyers, more likely to spend more per trip than planned purchasers. Blueberry Lemonade is also the #1 Wine Single launch of 2025.



Wine 11.1% UPC

Scan: Nielsen IQ Discover Retail Measurement, Market Level Data, Total US xAOC (xAOC = Food, Drug, Mass, Military, Select Club + Dollar Retailers, Amazon Fresh + Go) + Liquor Open State + Convenience, Year To Date (YTD) Through 9.20.25. Wine Singles Defined As Wine Based Alternatives + Cocktails, Pack Size = 1, 26 Ounces Or Less. Shopper: Numerator Insights, [Advanced Shopper Profile](#), Total US, Latest 52 Weeks (L52W) Through 8.31.25.