



CHOCOLATE ESPRESSO MARTINI

Featuring our award-winning vodka with a coffee cream liqueur and chocolate flavor. Enjoy garnished with a chocolate rim or straight from our can.

Consumers

Invite In 25-44 Spirits Drinkers in Current Priority Markets

Enduring Spaces

MEANINGFULLY
PREMIUM



FLAVOR
VARIETY



Cutwater is the #1 Spirits-Based Cocktail Brand and #1 Contributor to Category Growth

Vodka-based cocktails are a \$314M category (+15% vs YA)

Cutwater Espresso Martini is the #1 fastest selling Martini in \$ ROS and Chocolate Martini is a top 10 Vodka cocktail

Packs Available
355mL 4pks

Geo Availability
National

Channel Focus
Large Format, Small Format, & Package Liquor

Pricing
Line-priced with existing 4pks

ABV
13%

CUTWATER®

Chocolate Espresso
Martini
355mL 4pk



Alcohol Style

Spirit Based
Cocktails

Color

Brown

Alcohol Base

Vodka

ABV

13%

Ignite Job

Invite New Consumers

Macro Trends

Meaningfully Premium Flavor Variety

Target Consumer

GENDER

Co-Ed

AGE

25-34

35-44

Reasons To Believe

RTB #1

Cutwater is the #1 Spirits-Based
Cocktail Brand and #1 Contributor to
Category Growth

SOURCE: \$ Sales, L52W 05-11-25 TUS HB Circana

RTB #2

Vodka-based cocktails are a \$314M
category (+15% vs YA)

SOURCE: \$ Sales, L52W 05-11-25 TUS HB Circana.

RTB #3

Cutwater Espresso Martini is
the #1 fastest selling Martini in
\$ ROS and Chocolate Martini is
a top 10 Vodka cocktail

SOURCE: \$ Sales, L52W 05-11-25 TUS HB Circana. Givaudan
Secondary Research, Datassential 2022

Trade & Marketing Support

Trade
POCM &
SMT



Retail
Sampling



XM



Social



Flavor Profile

Featuring our award-winning vodka with a coffee cream liqueur and chocolate flavor.

Features/Benefits

Made with our award-winning Vodka and natural flavors.

CUTWATER®

Chocolate Espresso
Martini
355mL 4pk



STR	Price	Selling Unit UPC Code	Selling Unit Weight	Case Code	Case Dimensions L x W x H	Focused Channels	State Availability
1/12/26	Line-priced with existing 4pks	816751024529	3.5	816751024536	16.125 x 10.875 x 5	Large Format, Small Format, & Package Liquor	National

Merchandising

- To be merchandised on Spirit-based Cocktails warm shelf
- Brand blocked with other Cutwater items

RTD Chocolate Espresso Martini
Single



RTD Chocolate Espresso Martini
4-Pack



RTD Chocolate Espresso Martini
Master Tray

