



Consumers

Invite In 25-54 Spirits Drinkers
in Current Priority Markets

Enduring Spaces

**MEANINGFULLY
PREMIUM**

**FLAVOR
VARIETY**



RED, WHITE & BLUE COCKTAIL PACK

The perfect mix of your favorite Summer cocktails featuring our award-winning Rum. Enjoy two new cocktails the Strawberry Daiquiri, Blue Hawaiian and the beloved Piña Colada in a glass or chilled straight from a can.

SBC Variety Packs are a \$226M category (+200% vs YA)

Cutwater is the top Rum-based cocktail brand with the #1 and #2 Rum Cocktails

Cutwater Margarita VP is #1 Share of Spirit-Based Cocktail 12pks

Packs Available

200ml 12pks

Geo Availability

Mamba States + CA, NV, MI, DE, CT, RI, NM, SC, GA, ID, NM

Channel Focus

Large Format, Small Format, & Package Liquor

Pricing

Line-priced with existing 200ml 12pk

ABV

7-13%



JULY 4TH AND AMERICANA HOLIDAYS | Retail Program

RED, WHITE & BLUE COCKTAIL PACK



REASONS TO BELIEVE

Some of the largest moments where friends & family are entertaining take place in the Spring/Summer: Memorial Day, July 4th & Labor Day

4th of July offers a big opportunity for RTDs:

- July 4th is the #1 RTD selling week
- July 4th is the #4 largest spirits selling holiday

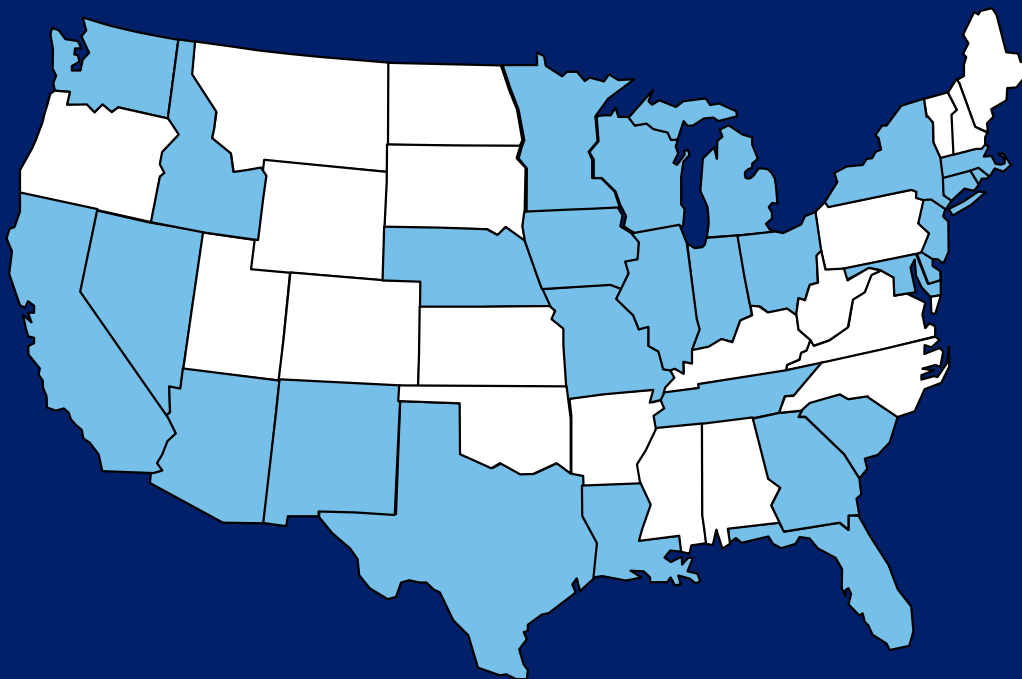
This year we look to convince shoppers that Cutwater's RTDs are the best option for their 4th of July celebrations!

Source [Numerator](#) [Forbes](#)

RED, WHITE & BLUE COCKTAIL PACK



**GEOS: Mamba States + CA, NV,
MI, DE, CT, RI, NM, SC, GA, ID,
NM**
STR: 5/5



CUTWATER

CUTWATER®

Red, White & Blue
Cocktail Pack
200ml 12pk



Alcohol Style	Color
Spirit Based Cocktails	Varied
Alcohol Base	ABV
Rum	7-13%



Ignite Job		Target Consumer	
Invite New Consumers		GENDER Co-Ed	AGE 25-34 35-54
Macro Trends			
Meaningfully Premium Flavor Variety			
Reasons To Believe			
RTB #1		RTB #2	
SBC Variety Packs are a \$55M category (+133% vs YA)		Cutwater is the top Rum-based cocktail brand with the #1 and #2 Rum Cocktails	
(SOURCE: Circana, Total US HB Geo, YTD 3/31/24.)		(SOURCE: Circana, Total US HB Geo, YTD 3/31/24.)	
RTB #3			
Cutwater Margarita VP is #1 Share of Spirit-Based Cocktail 12pks			
(SOURCE: Circana, Total US HB Geo, YTD 3/31/24.)			
Trade & Marketing Support			
Trade POCM & SMT		Retail Sampling	
			
		XM & Merch	
			
		Ice & Fruit	
Flavor Profile		The perfect mix of your favorite Summer cocktails featuring our award-winning Rum. Enjoy two new cocktails the Blue Hawaiian, Strawberry Daiquiri and the beloved Piña Colada in a glass or chilled straight from a can.	
Features/Benefits		Made with our award-winning Rum and natural flavors.	

CUTWATER



CUTWATER®

Red, White & Blue
Cocktail Pack
200ml 12pk



STR	Price	UPC Code	Case Code	Case Dimensions w" x h" x d"	Focused Channels	State Availability
5/5/25	Line-priced with existing 200ml 12pk	816751024161	8167510244178	9.11 x 6.83 x 3.67	Large Format, Small Format, & Package Liquor	Mamba States + CA, NV, MI, DE, CT, RI, NM, SC, GA, ID, NM

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

RTE 200ml Blue Hawaii
Single



RTD 200mL Strawberry Daiquiri
Single



RTE 200ml Piña Colada
Single



RTE Spirit of Summer Variety Pack
12-Pack



RTE Spirit of Summer Variety Pack
Master Tray

