



Cranberry

Reasons To Believe



Cranberry

#1 Cranberry Seltzer in the US

#2 ROS

SKU in NÜTRL

Portfolio



83% of Americans say
it's **not Thanksgiving**
without **Cranberry**
Sauce

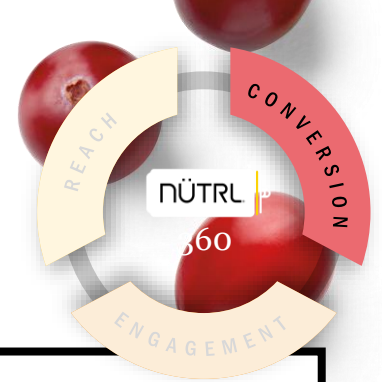
60% of Americans
serve store-bought
instead of homemade
Cranberry Sauce.



NÜTRL.

[illegible]

Cranberry Season | Overview



Purpose

83% of Americans say its not Thanksgiving without Cranberry Sauce – with nearly 60% of Americans serving store-bought instead of homemade cranberry sauce

Make NÜTRL Cranberry the obvious (and tastiest) choice this holiday season with impactful displays alongside cranberry sauce.

How to Execute

SMT:

Showcase NÜTRL Cranberry availability with suite of SMTs that lean into the holiday season

POCM:

Drive impulse purchase with impactful displays with POCM plus ups to highlight Cranberry packs

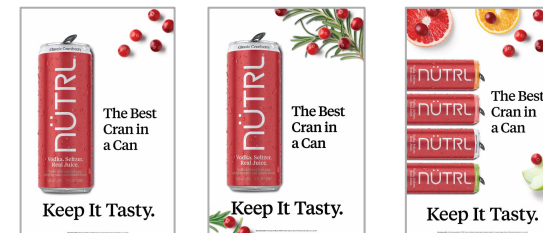
Cross Merch:

Generic canned cranberry sauce cross merch program to support out of aisle support with private label OR name brands

Trade Assets



POCM

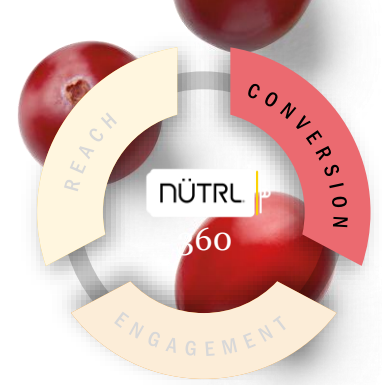


Signmaking



Cross Merch

Cranberry Season | Seasonal SMTs



Classic Cranberry

NÜTRL

Vodka. Seltzer.
Real Juice.

Vodka with real fruit juice,
sparkling water, and natural flavors.

4.5% ALC. / VOL. 12 FL. OZ. (355mL)

**The Best
Cran in
a Can**

Keep It Tasty.

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- Cranberry

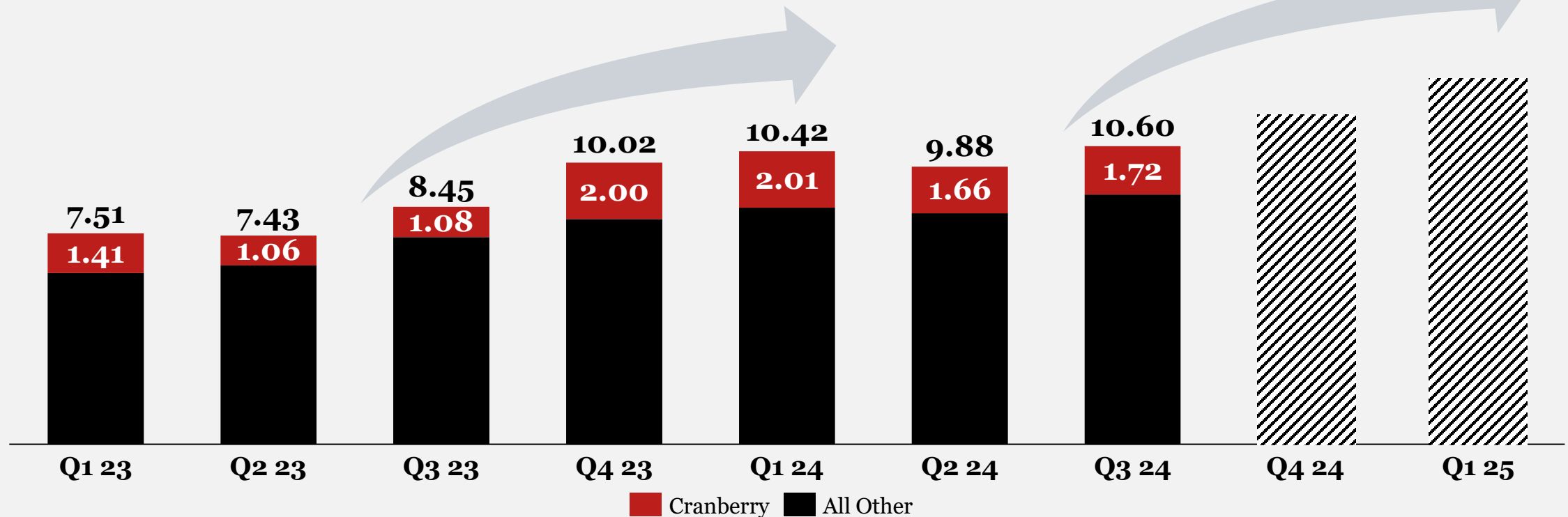
Execution Opportunity

Cranberry Season | Fast Start 2025

NUTRL Spirits Based Seltzer Dollar Share

59% Q4 Share Growth Driven
By Cranberry & Share
Maintained Into 2024

Cranberry Gains Today
Provide Launchpad For
Q1 2025 Fast Start

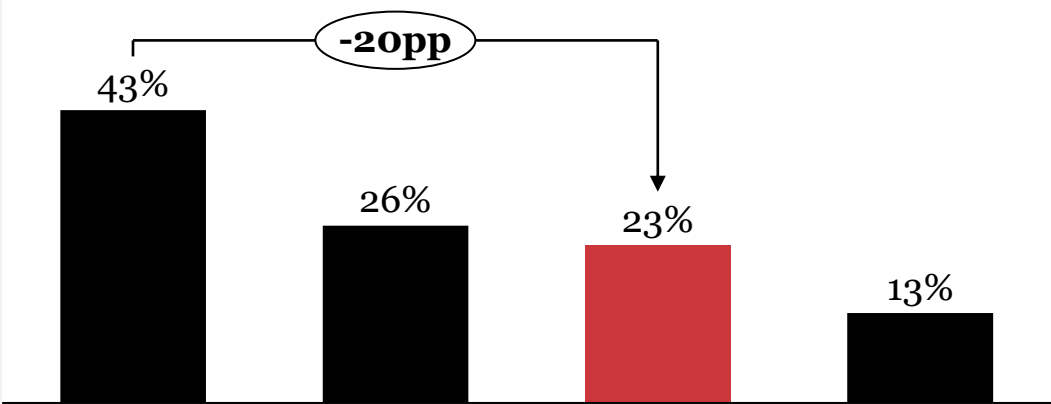


NÜTRL Cranberry VP and 4-pack distro opportunity



Accelerate Cran VP in Off Premise

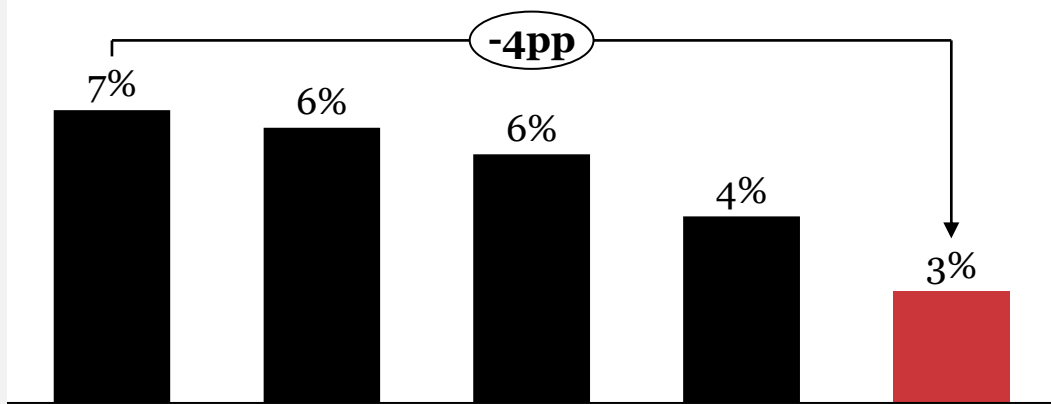
Off Premise – % Simple Distribution



ROS	0.49	0.32	0.37	0.22
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Cranberry 4pk forecasted since 9/9

On Premise – % Simple Distribution



ROS	0.64	0.48	0.55	0.40	0.29*
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FORECAST
SINCE
STR 9/9

SOURCE: Hero W&S Distribution l13w 10/27/2024



Cranberry

Chain Retail Programming

Cranberry Q4 Programs Spotlight



Chain

Program

Support

Confirmed

11/30 – 12/27



FSS Sideburn

821 Stores



Scan Support Florida
Walmart.com Brand Page

EDGE	SAMPLING



10/31 – 1/7



P6 Nutri KVI

FL, OH, AZ, IL, NV, WI | 2,000+ Stores



Loyalty: P6 Liquor Offers

FL, OH

It's Not the Balance Without Cranberry

Keep It Tasty.

Sampling
\$10K (FL)

Incentive
\$15K (FL & OH)

EDGE	SAMPLING

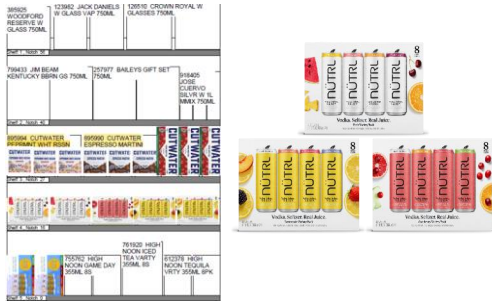


11/1 – 12/31



Holiday Aisle

Mandated in 1000 + Stores



MIR
FIELD AGENT
Buy & Try

EDGE*	SAMPLING



11/6 – 1/7



OH, MI, ME, NH

6% CK Corp

BOM / CAVE RACK

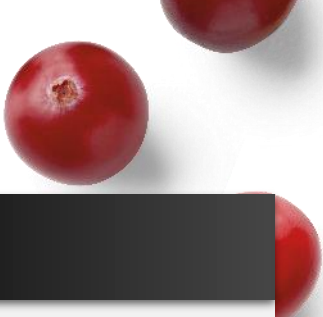


8pks
Save \$7 (1)
MIR
FIELD AGENT
Buy & Try

EDGE*	SAMPLING



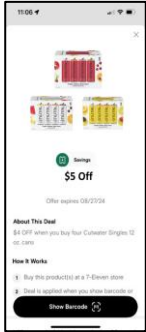
7-Eleven P6 NUTRL Program



Establish NUTRL Cranberry as THE drink of the Holidays

PROGRAM LEVERS

PROGRAM	What: NUTRL Cranberry 8pk VP Dates: P6 (10/31 – 1/7) Where: FL & OH Store Count: 1500		
	GOAL: Create Trial & Awareness for NUTRL Cranberry during holiday season		
SKUS & LOOK OF SUCCESS	Program SKUs  SLIN: 109450 Look of Success  Cooler Stickers & Case Cards (Post rebate Retail) Keep It Tasty.		
	1	2	3
ACTION	Secure Distribution		
	Execute POCM		
	Schedule samplings where Legal		

PRICE \$5 off KVI Florida \$14.99 Ohio \$12.99 After Rebate All 3 8pks Included in KVI	PROMOTION <i>In-App Digital rebate program</i> \$5 back with purchase (FL/OH) (7Rewards & BYBE)  7REWARDS
PRESENCE <i>Work NUTRL Cranberry into cold door where possible</i> <i>NUTRL Cranberry on endcap or incorporated with family display</i>	SAMPLING \$10k Sampling

