

Keep It Tasty.



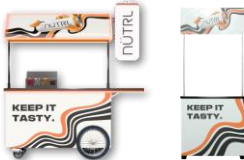
NÜTRL Strawberry
720ml Cans

Alcohol Style	Shelf-Life
Spirits Seltzers	270 Days
Alcohol Base	ABV
Vodka	4-5%

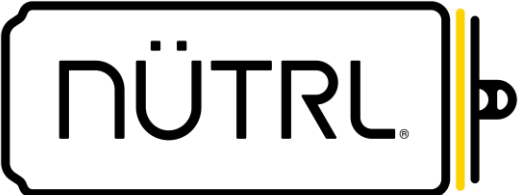


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

Reasons To Believe		
Seltzers are a \$4.7B Category , with Spirits Seltzers Leading Category Growth (73% CAGR L4Y)	NÜTRL is #2 Spirits Seltzer Brand, and the #1 Contributor to Total Seltzer Growth	720ml Cans were NÜTRL’s fastest growing format in 2024, +56% Year-Over-Year
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	(Source: MACO Model TUS 2024 vs. 2023 Volume, NÜTRL Family)

Trade & Marketing Support			
 Media	 Sampling	 Trade Assets	 Signmaking

Flavor Profile	A refreshingly light and tasty classic Strawberry vodka seltzer that is simple and uncomplicated.
Features/Benefits	NÜTRL Vodka Seltzer is made with vodka, seltzer, and real fruit juice. 100 Calories, Gluten free. It’s a high-quality vodka seltzer that doesn’t compromise taste.



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NÜTRL Strawberry
720ml Cans

CASE CODE	UNIT CODE
18200293399	18200265075

Price	Can UPC Code	Case Code (12-Pack)	Dimensions w" x h" x d"	Focused Channels	State Availability
Line Priced To Leading Competition	018200265075	018200293399	Case (12 pack) : 12.0" x 8.8" x 8.0" Can : 2.8" x 7.9"	Venues & C-Stores	National

Merchandising



Recommended Placement:
Next to other malt and spirit based seltzer Singles

C-Store: Cooler door suction cups

Venue: Grab-n-go, hawker-bins, and kiosks

