

Keep It Tasty.



Fruit Variety Pack (8pk)

(Pineapple, Watermelon, Orange, Black Cherry)

Alcohol Style	Shelf-Life
Spirits Seltzers	270 Days
Alcohol Base	ABV
Vodka	4.5%

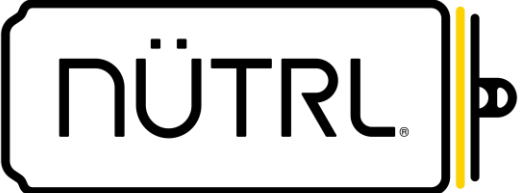


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

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	The Fruit VP 8-pack was NÜTRL's top selling SKU in 2024 , growing +23%vs. YA
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – YTD 2025 Dollar Sales, Spirits Based Seltzer)	(SOURCE, Circana Spirits-Based Seltzers, Total US HB Geo: L52W through 12/29/24)

Trade & Marketing Support			
			
Media	Sampling	Trade Assets	Signmaking

Flavor Profile	A refreshingly light and tasty 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.



Keep It Tasty.



Fruit Variety Pack (8pk)
(Pineapple, Watermelon, Orange, Black Cherry)

CASE CODE	CARRIER CODE
 0 18200 29066 4	 0 18200 20352 7

Price	Carrier UPC Code	Case Code (24 Cans – 2/12pks)	Dimensions w” x h” x d”	Focused Channels	State Availability
Line-priced with existing NÜTRL 8pks	24/12 AL SLEEK CAN 3/8 018200203527	018200290664	9.1” x 6.19” x 4.55”	LF, SF & Package Liquor	National

Ordering Details



To be merchandised in **the cold and warm shelves** in the Spirits-Based Seltzer section **directly near other Pure Play Spirits-Based Seltzers competitors**





Keep It Tasty.



Fruit Variety Pack 2 (8pk)

(Orange, Peach, Strawberry, Lime)

Alcohol Style	Shelf-Life
Spirits Seltzers	180 Days
Alcohol Base	ABV
Vodka	4.5%

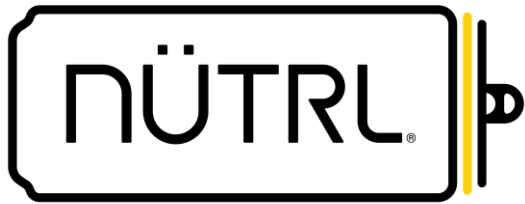


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

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	Mixed Fruit Flavor VPs are 85% of the Seltzer Category , and growing as a % of total sales.
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	(Source: CIRCANA, TUS HB L3Y \$ Sales through 6/01/25)

Trade & Marketing Support			
 Media	 Sampling	 Trade Assets	 Signmaking

Flavor Profile	A refreshingly light and tasty classic 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.



Keep It Tasty.



Fruit Variety Pack 2 (8pk)
(Orange, Peach,
Strawberry, Lime)

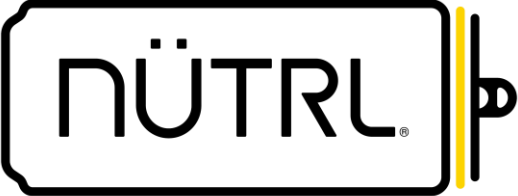
CASE CODE	CARRIER CODE
18200293382	18200204678

Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
Line-priced with existing NÜTRL 8pks	24/12 AL SLEEK CAN 3/8 018200204678	018200293382	9.1" x 6.19" x 4.55"	LF, SF & Package Liquor	National



**To be merchandised on the
cold and warm shelf in
the Spirits
Seltzer section above
Variety Packs and directly
near seltzer competitors**





Keep It Tasty.



Cranberry 8-Pack Variety Pack

Classic Cran | Cran Orange |
Cran Grapefruit | Cran Apple

Alcohol Style	Shelf-Life
Spirits Seltzers	270 Days
Alcohol Base	ABV
Vodka	4.5%

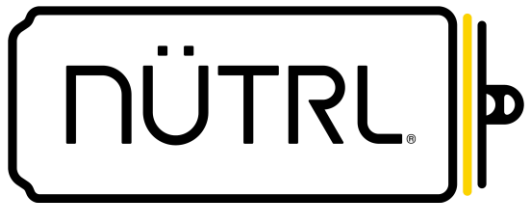


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

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	NÜTRL Cranberry grew +64% YOY , with extra relevance during the Fall
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	(Source: CIRCANA, TUS HB L52W \$ Sales through 12/29/24)

Trade & Marketing Support			
Media	Sampling	Trade Assets	Signmaking

Flavor Profile	A refreshingly light and tasty classic Cranberry 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.



Keep It Tasty.



Cranberry 8-Pack Variety Pack

Classic Cran | Cran Orange |
Cran Grapefruit | Cran Apple

CASE CODE

CARRIER CODE



Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
Line-priced with existing NÜTRL 8pks	24/12 AL SLEEK CAN 3/8 018200203381	018200290374	9.1" x 6.19" x 4.55"	LF, SF & Package Liquor	National

Merchandising



**To be merchandised on the
cold and warm shelf in
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Seltzer section above
Variety Packs and directly
near seltzer competitors**



Keep It Tasty.



Lemonade 8-Pack Variety Pack

Classic | Peach |
Strawberry | Blackberry

Alcohol Style	Shelf-Life
Spirits Seltzers	180 Days
Alcohol Base	ABV
Vodka	4.5%

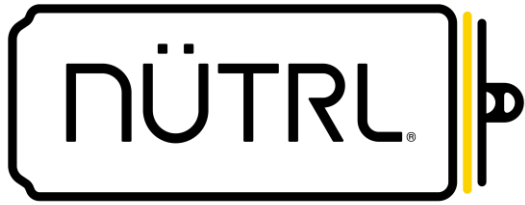


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

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	Lemonades are a \$1B+ flavor in Hard Beverages
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	(Source: CIRCANA, TUS HB L52W \$ Sales through 06/01/25)

Trade & Marketing Support			
Media	Sampling	Trade Assets	Signmaking

Flavor Profile	A refreshingly light and tasty classic Lemoande 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.



Keep It Tasty.



Lemonade 8-Pack Variety Pack

Classic | Peach |
Strawberry | Blackberry

CASE CODE	CARRIER CODE
	
0 18200 29038 1	0 18200 20339 8

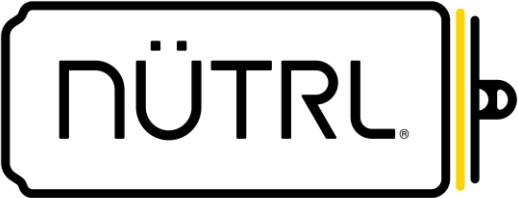
Price	UPC Code	Case Code	Dimensions w” x h” x d”	Focused Channels	State Availability
Line-priced with existing NÜTRL 4pks	24/12 AL SLEEK CAN 3/8 018200203398	018200290381	9.1” x 6.19” x 4.55”	LF, SF & Package Liquor	National

Merchandising



To be merchandised on the cold and warm shelf in the Spirits Seltzer section above Variety Packs and directly near seltzer competitors





Keep It Tasty.



NÜTRL Pineapple
4-Pack 12oz 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	Pineapple was NÜTRL's #1 Selling Flavor in 2024
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	(Source: CIRCANA, TUS HB L52W \$ Sales through 12/29/24)

Trade & Marketing Support			
Media	Sampling	Trade Assets	Signmaking

Flavor Profile	A refreshingly light and tasty classic pineapple 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.



Keep It Tasty.



NÜTRL Pineapple
4-Pack 12oz Cans

CASE CODE	CARRIER CODE

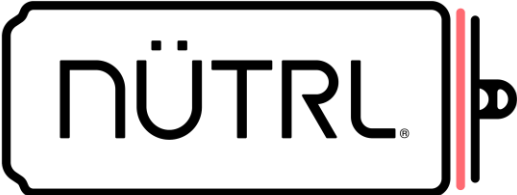
Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
Line-priced with existing NÜTRL 4pks	24/12 AL SLEEK CAN 6/4 CF 0182002988	018200289439	4 17/32 x 6 13/64 x 4 35/64 x	LF, SF, Package Liquor & On- Premise	National

Merchandising



To be merchandised on the
cold and warm shelf in
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Seltzer section above
Variety Packs and directly
near seltzer competitors





Keep It Tasty.



NÜTRL Watermelon
4-Pack 12oz Cans

Alcohol Style	Shelf-Life
Spirits Seltzers	270 Days
Alcohol Base	ABV
Vodka	4.5%

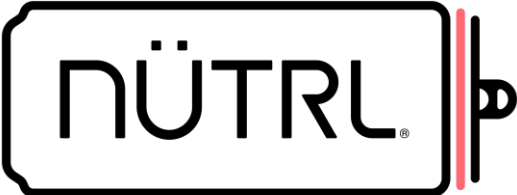


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

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	NÜTRL Watermelon 4pks are #2 largest watermelon flavored spirits seltzer 4pk.
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	(SOURCES: Circana TUS HB Geo L52W 3/10/2024)

Trade & Marketing Support			
Media	Sampling	Trade Assets	Signmaking

Flavor Profile	A refreshingly light and tasty classic watermelon 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.



Keep It Tasty.



NÜTRL Watermelon
4-Pack 12oz Cans

CASE CODE	CARRIER CODE
 0 18200 29067 1	 0 18200 20353 4

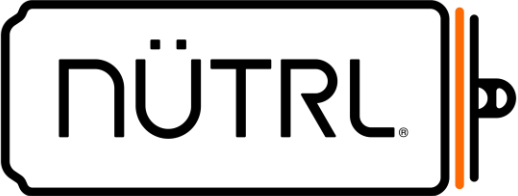
Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
Line-priced with existing NÜTRL 4pks	24/12 AL SLEEK CAN 6/4 CF 018200203534	018200290671	4 17/32 x 6 13/64 x 4 35/64 x	LF, SF, Package Liquor & On- Premise	National

Merchandising



To be merchandised on the
cold and warm shelf in
the Spirits
Seltzer section above
Variety Packs and directly
near seltzer competitors





Keep It Tasty.



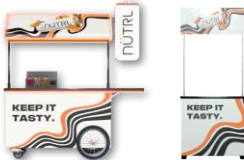
NÜTRL Orange
4-Pack 12oz Cans

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

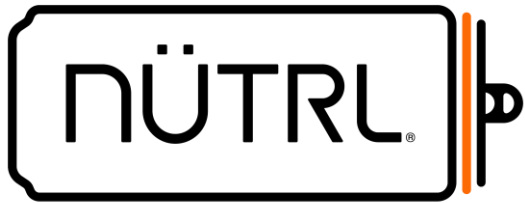


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

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	Orange was NÜTRL's Largest Growth and #2 Selling Flavor in 2024
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	(Source: CIRCANA, TUS HB L52W \$ Sales through 12/29/24 vs. P52W)

Trade & Marketing Support			
 Media	 Sampling	 Trade Assets	 Signmaking

Flavor Profile	A refreshingly light and tasty classic orange 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.



Keep It Tasty.



NÜTRL Orange
4-Pack 120z Cans



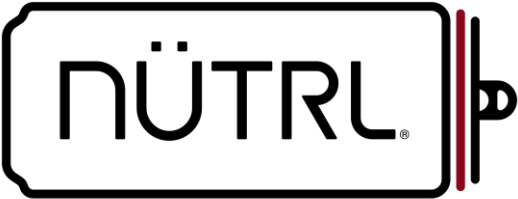
Price	Can UPC Code	Case Code (24 Cans – 6/4pks)	Dimensions w” x h” x d”	Focused Channels	State Availability
Line-priced with existing NÜTRL 4pks	24/12 AL SLEEK CAN 6/4 CF 018200204012	018200292088	4 17/32 x 6 13/64 x 4 35/64 x	LF, SF, Package Liquor & On-Premise	National

Ordering Details

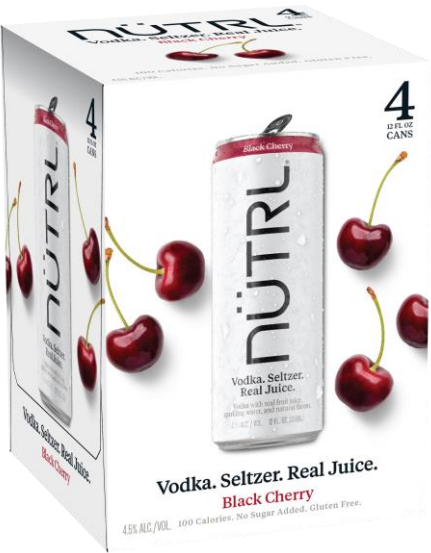


To be merchandised on the cold and warm shelf in the Spirits Seltzer section above Variety Packs and directly near seltzer competitors





Keep It Tasty.



NÜTRL Black Cherry
4-Pack 12oz Cans

Alcohol Style	Shelf-Life
Spirits Seltzers	270 Days
Alcohol Base	ABV
Vodka	4.5%

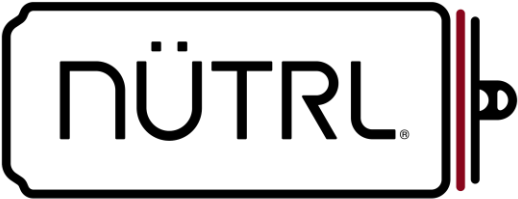


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

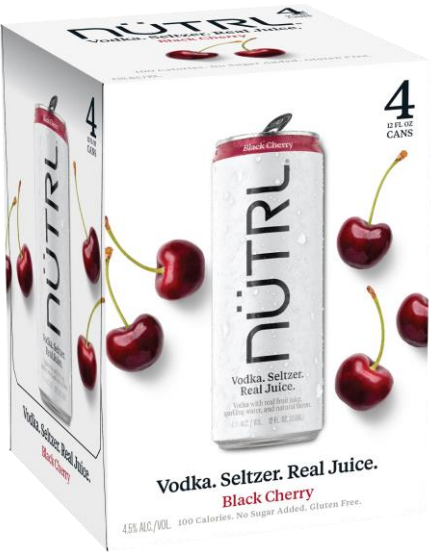
Reasons To Believe		
Seltzers are a \$4.7B Category , with Spirits Seltzers Leading Category Growth (73% CAGR L4Y)	NÜTRL is #2 Spirits Seltzer Brand, and the #1 Contributor to Total Seltzer Growth	Black Cherry is #1 largest flavor in total seltzer category, 1.5X the size of the 2 nd largest flavor.
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	(SOURCE, Circana Spirits-Based Seltzers, Total US HB Geo: LS2W through 12/29/24)

Trade & Marketing Support			
Media	Sampling	Trade Assets	Signmaking

Flavor Profile	A refreshingly light and tasty classic black cherry 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.



Keep It Tasty.



NÜTRL Black Cherry
4-Pack 12oz Cans

CASE CODE	CARRIER CODE
 0 18200 29235 4	 0 18200 20422 7

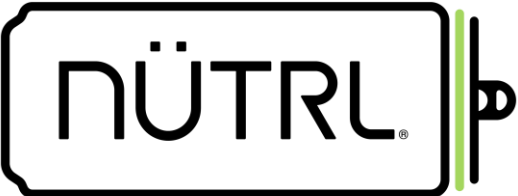


Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
Line-priced with existing NÜTRL 4pks	24/12 AL SLEEK CAN 6/4 CF 018200204227	01820029354	4 17/32 x 6 13/64 x 4 35/64 x	LF, Package Liquor & On- Premise	National

Ordering Details



To be merchandised in **the cold and warm shelves** in the Spirits-Based Seltzer section **directly near other Pure Play Spirits-Based Seltzers competitors**



Keep It Tasty.



NÜTRL Lime
4-Pack 12oz Cans

Alcohol Style	Shelf-Life
Spirits Seltzers	180 Days
Alcohol Base	ABV
Vodka	4.5%

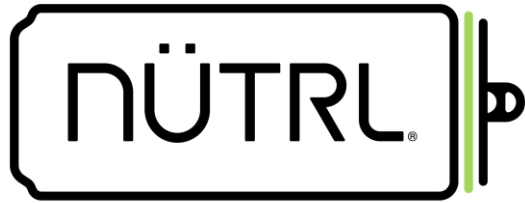


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

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	Lime is the #2 citrus flavor in Seltzer, representing a \$291MM market
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	(SOURCES: IRI TUS MULC + PL MAX L52W ending 6/01/25)

Trade & Marketing Support			
 Media	 Sampling	 Trade Assets	 Signmaking

Flavor Profile	A refreshingly light lime seltzer, with notes of lime zest and fresh squeezed lime juice.
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.



Keep It Tasty.



NÜTRL Lime
4-Pack 12oz Cans

CASE CODE	CARRIER CODE
 0 18200 29244 6	 0 18200 20430 2

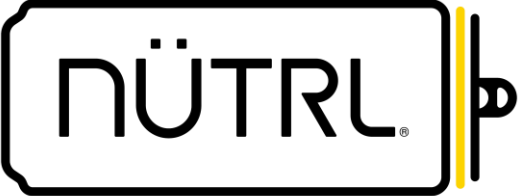


Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
Line-priced with existing NÜTRL 4pks	24/12 AL SLEEK CAN 6/4 CF 018200204302	018200292446	4 17/32 x 6 13/64 x 4 35/64 x	LF, Package Liquor & On- Premise	National

Merchandising



**To be merchandised
on the cold and warm
shelf in the Spirits
Seltzer section above
Variety Packs and
directly near
seltzer competitors**



Keep It Tasty.



NÜTRL Strawberry
4-Pack 12oz Cans

Alcohol Style	Shelf-Life
Spirits Seltzers	270 Days
Alcohol Base	ABV
Vodka	4.5%

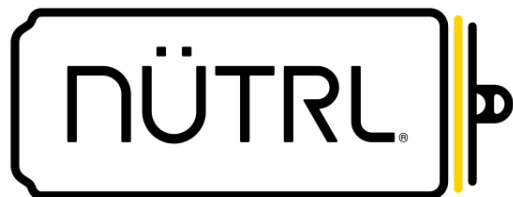


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

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	Strawberry is the #2 flavor in Malt Seltzer, representing a \$278MM market size, and is a unique flavor to NÜTRL in Spirits Seltzer
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	(SOURCES: IRI TUS MULC + PL MAX L52W ending 06/01/25)

Trade & Marketing Support			
 Media	 Sampling	 Trade Assets	 Signmaking

Flavor Profile	A refreshingly sweet fresh strawberry, with notes of strawberry jam.
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.



Keep It Tasty.



NÜTRL Strawberry
4-Pack 12oz Cans

CASE CODE	CARRIER CODE
0 18200 29287 3	0 18200 20447 0

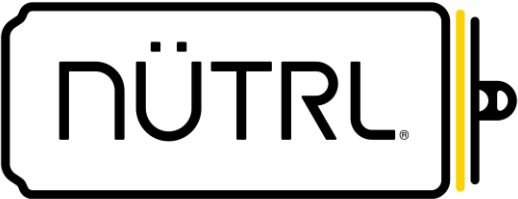


STR	Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
01/20/25	Line-priced with existing NÜTRL 4pks	24/12 AL SLEEK CAN 6/4 CF 018200204470	018200292873	4 17/32 x 6 13/64 x 4 35/64 x	LF, Package Liquor & On- Premise	National

Merchandising



**To be merchandised
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Seltzer section above
Variety Packs and
directly near
seltzer competitors**



Keep It Tasty.



NÜTRL Peach
4-Pack 12oz Cans

Alcohol Style	Shelf-Life
Spirits Seltzers	180 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	Peach is 10% of Spirits Seltzer , representing a \$103M market size
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	(Source: CIRCANA, TUS HB L52W \$ Sales through 06/01/25)

Trade & Marketing Support			
Media	Sampling	Trade Assets	Signmaking

Flavor Profile	A refreshingly light and tasty Peach 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.



Keep It Tasty.



NÜTRL Peach
4-Pack 12oz Cans

CASE CODE	CARRIER CODE
 18200293405	 18200204685

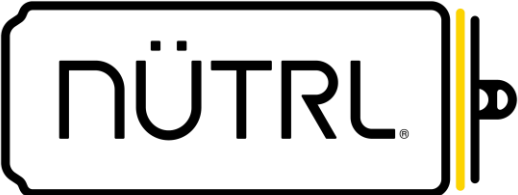
Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
Line-priced with existing NÜTRL 4pks	24/12 AL SLEEK CAN 6/4 CF 018200204685	018200293405	4 17/32 x 6 13/64 x 4 35/64 x	LF, SF, Package Liquor & On- Premise	National

Merchandising



To be merchandised on the
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Seltzer section above
Variety Packs and directly
near seltzer competitors





Keep It Tasty.



NÜTRL Blueberry
4-Pack 12oz Cans

Alcohol Style	Shelf-Life
Spirits Seltzers	180 Days
Alcohol Base	ABV
Vodka	4.5%

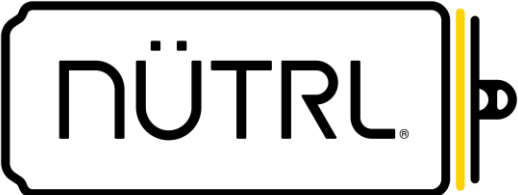


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

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	Blueberry was a \$92M flavor in Hard Beverages in 2024, and unique to NÜTRL in Spirit Seltzers
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	(Source: CIRCANA, TUS HB L52W \$ Sales through 12/29/24)

Trade & Marketing Support			
Media	Sampling	Trade Assets	Signmaking

Flavor Profile	A refreshingly light and tasty Blueberry 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.



Keep It Tasty.



NÜTRL Blueberry
4-Pack 12oz Cans

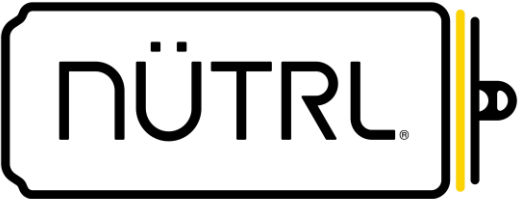
Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
Line-priced with existing NÜTRL 4pks	24/12 AL SLEEK CAN 6/4 CF 018200204692	018200293412	4 17/32 x 6 13/64 x 4 35/64 x	LF, SF, Package Liquor & On- Premise	Select Markets Only

Select Markets in 2026

Available in: FL, ME, NH, VT, MA, RI, CT, NJ, DE, OH, IN, IL, MI, MO, IA, NE, WI, KY, MN, and SD

CASE CODE	CARRIER CODE
18200293412	18200204692





Keep It Tasty.



NÜTRL Classic Cranberry
4-Pack 12oz 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	NÜTRL Cranberry packs grew +64% YOY , with extra relevance during the Fall Season
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	(Source: CIRCANA, TUS HB L52W \$ Sales through 12/29/24)

Trade & Marketing Support			
Media	Sampling	Trade Assets	Signmaking

Flavor Profile	A refreshingly light and tasty classic Cranberry 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.



Keep It Tasty.



NÜTRL Classic Cranberry
4-Pack 12oz Cans

CASE CODE

0 18200 29119 7

CARRIER CODE

0 18200 20372 5

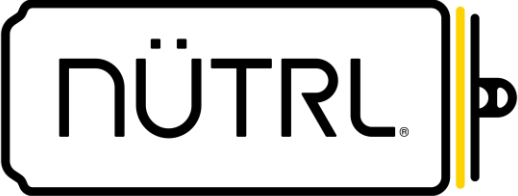
Price	UPC Code	Case Code	Dimensions w" x h" x d"	Focused Channels	State Availability
Line-priced with existing NÜTRL 4pks	24/12 AL SLEEK CAN 6/4 CF 018200203725	018200291197	4 17/32 x 6 13/64 x 4 35/64 x	LF, SF, Package Liquor & On- Premise	National

Merchandising



To be merchandised on the
cold and warm shelf in
the Spirits
Seltzer section above
Variety Packs and directly
near seltzer competitors





Keep It Tasty.



Fruit Variety Pack (12pk)

(Watermelon, Pineapple, Orange, Black Cherry)

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	12-Packs contributed over 45% of the Industry Volume Growth in 2024 vs. YA
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	(SOURCE, Circana Spirits-Based Seltzers, Total US HB Geo: L52W through 12/29/24)

Trade & Marketing Support			
Media	Sampling	Trade Assets	Signmaking

Flavor Profile	A refreshingly light and tasty classic pineapple 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.



Keep It Tasty.



Fruit Variety Pack (12pk)
(Watermelon, Pineapple, Orange, Black Cherry)

CASE CODE

CARRIER CODE

0 18200 29273 6

0 18200 20441 8

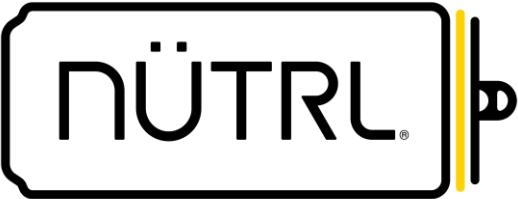
Price	Carrier UPC Code	Case Code (24 Cans – 2/12pks)	Dimensions w” x h” x d”	Focused Channels	State Availability
FTL PTR parity to High Noon 12pk	24/12 AL SLEEK CAN 2/12 018200204418	018200292736	9.1 x 6.82 x 6.19	LF & Package Liquor	NATIONAL

Ordering Details



To be merchandised in the cold and warm shelves in the Spirits-Based Seltzer section directly near other Pure Play Spirits-Based Seltzers competitors





Keep It Tasty.



NÜTRL pineapple
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 pineapple 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.



Keep It Tasty.



NÜTRL pineapple
720ml Cans

CASE CODE



0 18200 29191 3

UNIT CODE



0 18200 26386 6

Price	Can UPC Code	Case Code (12-Pack)	Dimensions w" x h" x d"	Focused Channels	State Availability
Line Priced To Leading Competition	018200263866	018200291913	Case (12 pack) : 12.0" x 8.8" x 8.0" Can : 2.8" x 7.9"	Venues & C-Stores	National

Merchandising

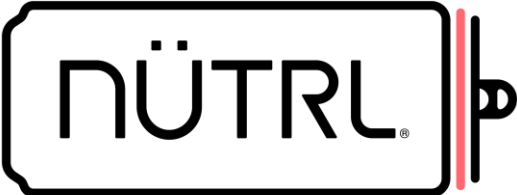


Recommended Placement:
Next to other malt and spirit based seltzer Singles

C-Store: Cooler door suction cups

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





Keep It Tasty.



NÜTRL Watermelon
720ml Cans

Alcohol Style	Shelf-Life
Spirits Seltzers	270 Days
Alcohol Base	ABV
Vodka	4.5%

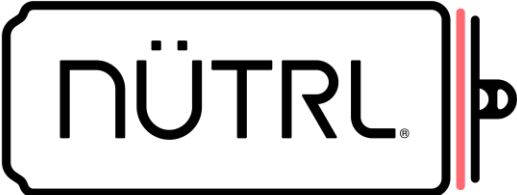


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

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 watermelon 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.



Keep It Tasty.



NÜTRL Watermelon
720ml Cans

CASE CODE



0 18200 29227 9

UNIT CODE



0 18200 26425 2

Price	Can UPC Code	Case Code (12-Pack)	Dimensions w" x h" x d"	Focused Channels	State Availability
Line Priced To Leading Competition	18200264252	18200292279	Case (12 pack) : 12.0" x 8.8" x 8.0" Can : 2.8" x 7.9"	Venues & C-Stores	National

Merchandising

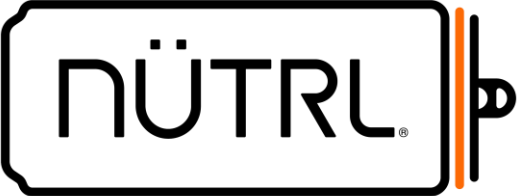


Recommended Placement:
Next to other malt and spirit based seltzer Singles

C-Store: Cooler door suction cups

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





Keep It Tasty.



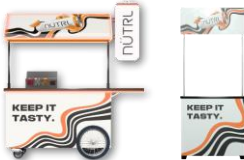
NÜTRL Orange
720ml Cans

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

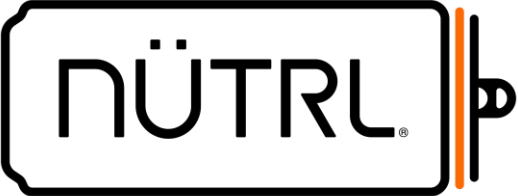


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

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 orange 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.



Keep It Tasty.



NÜTRL Orange
720ml Cans

CASE CODE

018200292880

UNIT CODE

018200264580

Price	Can UPC Code	Case Code (12-Pack)	Dimensions w" x h" x d"	Focused Channels	State Availability
Line Priced To Leading Competition	018200264580	018200292880	Case (12 pack) : 12.0" x 8.8" x 8.0" Can : 2.8" x 7.9"	Venues & C-Stores	National

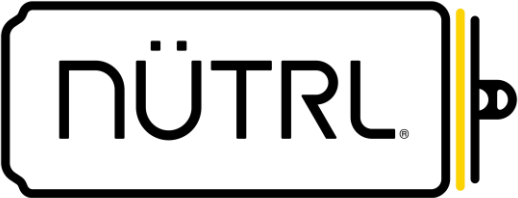
Merchandising

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





Keep It Tasty.



NÜTRL Strawberry
720ml Cans

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

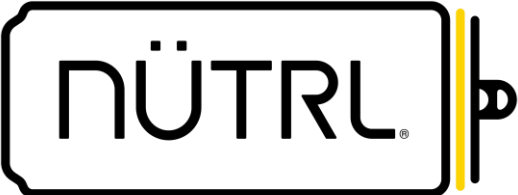


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

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.



Keep It Tasty.



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

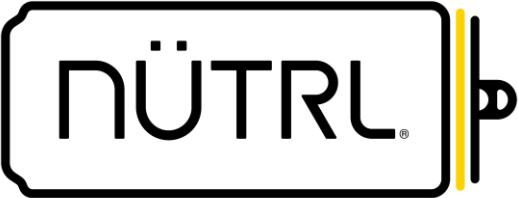


Recommended Placement:
Next to other malt and spirit based seltzer Singles

C-Store: Cooler door suction cups

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





Keep It Tasty.



NÜTRL pineapple
16oz Cans

Alcohol Style	Shelf-Life
Spirits Seltzers	270 Days
Alcohol Base	ABV
Vodka	4.5%

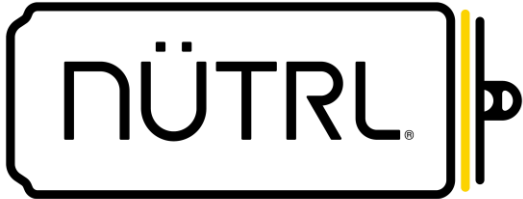


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

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	Pineapple was NÜTRL's #1 Selling Flavor in 2024
(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	(Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	(Source: CIRCANA, TUS HB L52W \$ Sales through 12/29/24)

Trade & Marketing Support			
 Media	 Sampling	 Trade Assets	 Signmaking

Flavor Profile	A refreshingly light and tasty classic pineapple 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.



Keep It Tasty.



NÜTRL pineapple
16oz Cans



Price	Can UPC Code	Case Code (24 Cans – 6/4pkgs)	Dimensions w” x h” x d”	Focused Channels	State Availability
Line Priced To Leading Competition	018200264764	018200293139	Case (24 pack) : 16.1” x 10.8” x 6.5” Can : 2.6” x 6.2”	Venues + Festivals w/ 16oz Preference	National (All NÜTRL Markets)

Ordering Details

**ON-
PREMISE**

VENUES

Prioritize
Concessionaire
Relationship

BAR

1

**PRIORITY 1: CONVERT
12OZ TO 16OZ**
(Where Possible)

2

**PRIORITY 2: LEAD WITH
16OZ FOR NON-BUYS**

Use 16oz to
Break Into
Venues + Events
w/ Size
Restrictions

3

**PRIORITY 3: BASED ON
VENUE PREF, MAINTAIN
720ML + ADD 16OZ**

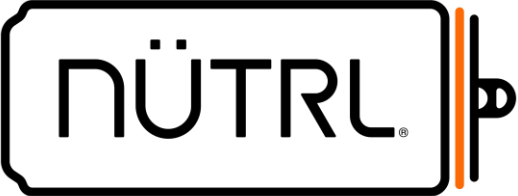
1

PRIORITY 1: 12OZ

2

**PRIORITY 2: IN SELECT ACCOUNTS,
OPPORTUNITY TO TEST 16OZ**





Keep It Tasty.



NÜTRL Orange
16oz Cans

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



Ignite Job

Invite New Consumers In	
Macro Trends	
Meaningfully Premium	Flavor Variety

Target Consumer

GENDER	AGE
Co-Ed	21-44

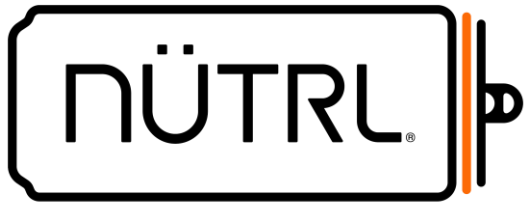
Reasons To Believe

Seltzers are a \$4.7B Category , with Spirits Seltzers Leading Category Growth (73% CAGR L4Y) (Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales)	NÜTRL is #2 Spirits Seltzer Brand , and the #1 Contributor to Total Seltzer Growth (Source: Circana TUS HB Geo 2020 – 2024 Dollar Sales, Spirits Based Seltzer)	Orange was NÜTRL’s Largest Growth and #2 Selling Flavor in 2024 (Source: CIRCANA, TUS HB L52W \$ Sales through 12/29/24 vs. P52W)
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Trade & Marketing Support

 Media	 Sampling	 Trade Assets	 Signmaking
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Flavor Profile	A refreshingly light and tasty classic orange 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.



Keep It Tasty.



NÜTRL Orange
16oz Cans

CASE CODE

018200293146

UNIT CODE

018200264771

Price	Can UPC Code	Case Code (24 Cans – 6/4pks)	Dimensions w” x h” x d”	Focused Channels	State Availability
Line Priced To Leading Competition	018200264771	018200293146	Case (24 pack) : 16.1” x 10.8” x 6.5” Can : 2.6” x 6.2”	Venues + Festivals w/ 16oz Preference	National (All NÜTRL Markets)

ON-
PREMISE

VENUES

Prioritize
Concessionaire
Relationship

BAR

1

PRIORITY 1: CONVERT
12OZ TO 16OZ
(Where Possible)

12oz

16oz

2

PRIORITY 2: LEAD WITH
16OZ FOR NON-BUYS

16oz

Use 16oz to
Break Into
Venues + Events
w/ Size
Restrictions

3

PRIORITY 3: BASED ON
VENUE PREF, MAINTAIN
720ML + ADD 16OZ

720ml

16oz

1

PRIORITY 1: 12OZ

12oz

2

PRIORITY 2: IN SELECT ACCOUNTS,
OPPORTUNITY TO TEST 16OZ

16oz

