



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.



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CASE CODE


0 18200 29273 6

CARRIER CODE


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

