

Keep It Tasty.



NÜTRL Strawberry
4-Pack 12oz Cans

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

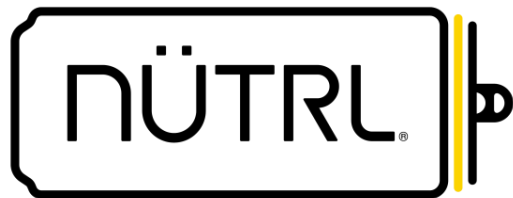


Ignite Job	Target Consumer	
Invite New Consumers In	GENDER Co-Ed	AGE 21-44
Macro Trends		
Meaningfully Premium Flavor Variety		

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.



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