

Simply SPIKED BOLD



SIMPLY SPIKED® BOLD will continue to reauthenticate the category as the only REAL spiked juice beverages – now with 8% ABV.

REAL
FRUIT
JUICE

BRAND HIGHLIGHTS

- A juicer offering from Simply Spiked®, now at 8% ABV
- Taste is both the #1 purchase driver AND the #1 unmet need for High ABV FAB consumers.
- The only REAL spiked juice beverages... Made with REAL fruit juice from the REAL juice experts

PRODUCT SPECIFICATIONS

- **STYLE:** Spiked Lemonade & Limeade
- **COLOR:** Hazy in the pour with slight fruit color
- **CALORIES:** 240 per 12oz
- **CARBS:** 20g per 12oz
- **CARBONATION:** Lightly
- **ABV:** 8%
- **ALCOHOL BASE:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits
- **GLUTEN FREE**

LAUNCH DATE:

24oz: 2/3/2025
16oz: 4/7/2025

PLACEMENT:

Adjacent to existing
24oz Simply Spiked SKUs

PRICE GUIDANCE:

At Parity w/ 5% ABV
Simply Spiked 24oz SKUs

SKUs

40 WEEK
SHELF LIFE



24OZ CAN



24OZ CAN



16 OZ CAN



16OZ CAN

**16oz Select
Markets Only**
WI, IA, NC, SC,
GA, TN, MS, VA,
DC, WV

Simply SPIKED BOLD



BRAND STORY

Our ready-to-drink line of spiked juices combine expertly blended alcohol and the bold yet refreshing taste of real fruit juice that you can expect from Simply®.

BRAND FACTS

- Franchise has launched #1 Best-Selling New FMB Item in MULO in both 2022 and 2023 and the #1 YTD FMB in 2024*.
- Taste is both the #1 purchase driver AND the #1 unmet need for High ABV FAB consumers.
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TASTING NOTES

	Signature Lemonade	Cherry Limeade
Appearance	Freshly squeezed lemonade	Light pink with the haze of fresh squeezed limeade
Aroma	Bright, juicy lemonade	Vibrant cherry notes with slight zesty lime in the background
Taste	Robust lemonade with a balance of sweet and tart	Balanced notes of fresh cherry and lime zest
Mouthfeel	Moderate mouthfeel	
Finish	Crisp, invigorating lemonade finish	Refreshing finish with a slight lingering sweet



24oz PRODUCT DETAILS	
STYLE	Spiked Lemonade & Limeade
TARGET CONSUMER	21+ Simply NA Drinkers, FAB Drinkers, C-Store FAB Drinkers, Black Consumers, & Latino Consumers
MARKETS	National
NUTRITION PROFILE	240 calories/12oz, 20g carbs/12oz
ABV	8% / 24oz
OSKU	Signature Lemonade: 711560 Cherry Limeade: 711602
PACKAGE DIMENSIONS/ WEIGHT	2.88 IN x 2.88 IN x 7.60 IN; 1.64 LB
CASE DIMENSIONS / WEIGHT	12 IN x 8.88 IN x 7.75 IN; 19.67 LB
UNITS PER PALLET	98
LAYERS PER PALLET	7
UNITS PER LAYER	14
SHELF LIFE	40 weeks
PRICING GUIDANCE	At parity with 5% ABV 24oz Simply Spiked SKUs
PLACEMENT	Adjacent to 5% ABV 24oz Simply Spiked SKUs



Signature Lemonade
24oz Primary

Signature Lemonade
24oz Outer

Cherry Limeade
24oz Primary

Cherry Limeade
24oz Outer


8 10078 78180 6


8 10078 78181 3


8 10078 78182 0


8 10078 78183 7

16OZ PRODUCT DETAILS (Select Markets Only)

STYLE	Spiked Lemonade & Limeade
TARGET CONSUMER	21+ Simply NA Drinkers, FAB Drinkers, C-Store FAB Drinkers, Black Consumers, & Latino Consumers
MARKETS	Select Markets – WI, IA, NC, SC, GA, MS, TN, VA, DC, WV
NUTRITION PROFILE	240 calories/12oz, 20g carbs/12oz
ABV	8% / 16oz
OSKU	Signature Lemonade: 711899 Cherry Limeade: 711900
PRIMARY DIMENSIONS/ WEIGHT	2.6 IN x 2.6 IN x 6.19 IN; 1.1 LB
INNER DIMENSIONS / WEIGHT	5.25 IN x 5.25 IN x 6.2 IN; 4.4 LB
CASE DIMENSIONS / WEIGHT	16.06 IN x 10.75 IN x 6.31 IN; 26.76 LB
UNITS PER PALLET	56
LAYERS PER PALLET	8
UNITS PER LAYER	7
SHELF LIFE	40 weeks
PRICING GUIDANCE	At parity with 5% ABV 16oz Simply Spiked SKUs
PLACEMENT	Adjacent to 5% ABV 16oz Simply Spiked SKUs





Signature Lemonade
16oz Primary



8 10078 78227 8



Cherry Limeade
16oz Primary



8 10078 78230 8

16oz Select Markets Only
WI, IA, NC, SC, GA, TN, MS, VA, DC, WV

16oz Select Markets Only
WI, IA, NC, SC, GA, TN, MS, VA, DC, WV

Simply SPIKED BOLDER



Our ready-to-drink line of spiked lemonades combines expertly blended alcohol and the BOLD yet refreshing taste of real fruit juice that you can expect from Simply®.

Introducing a line of spiked lemonades in convenient mini cans from the makers of Simply® - with an even juicier 12% ABV!

REAL
FRUIT
JUICE

BRAND HIGHLIGHTS:

Higher ABV FAB has grown +45% over the last three years!

BOLDER was a Brand Grower in testing with consumers with strong consumer trial & repeat scores - with opportunities to steal share from key competitors

Mini cans deliver the size consumers seek. Consumers are looking for convenient ways to have just the right amount to meet their turn-up occasion quickly.

PRODUCT SPECIFICATIONS:

- **STYLE:** Flavored Alcohol Beverage (FAB)
- **COLOR:** Hazy in the pour with slight fruit color
- **CALORIES:** 200 per can
- **CARBS:** 14g per can
- **ABV:** 12%
- **Alcohol Base:** Alcohol (Fermented from sugar) Does Not Contain Distilled Spirits

PLACEMENT:

Place single cans next to other higher ABV singles like Buzzballz & Big Sipz. Place 12 Packs next to existing simply VPs

PRICE GUIDANCE:

Singles: next to other higher ABV singles like Buzzballz & Big Sipz.

12 Packs: next to existing Simply Spiked VPs

SKUs

52wk
Shelf Life



12PK 7.5OZ
MINI CAN

Simply SPIKED BOLDER



BRAND STORY

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BRAND FACTS

- **Higher ABV FAB has grown +45%** over the last three years!
- **BOLDER was a Brand Grower** in testing with consumers with strong consumer trial & repeat scores - with opportunities to steal share from key competitors
- **Mini cans deliver the size consumers seek.** Consumers are looking for convenient ways to have just the right amount to meet their turn-up occasion quickly.

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- **GLUTEN FREE**

TASTING NOTES

Strawberry Lemonade	
Appearance	A soft, light peach hue with a slight haze that hints at real fruit.
Aroma	Aromas of fresh-picked strawberries and zesty citrus with a touch of jammy sweetness and subtle notes of confectionary candy.
Taste	A blend of bright lemon and ripe strawberry delivers a smooth balance of moderately sweet and sour.
Mouthfeel	Moderate mouthfeel
Finish	The finish is a lingering berry brightness with a dry, slightly alcoholic warming.



PRODUCT DETAILS

STYLE	Flavored Alcohol Beverage
TARGET CONSUMER	21+ Simply NA Drinkers, FAB Drinkers, C-Store FAB Drinkers, Black Consumers, & Latino Consumers
MARKETS	US National (Excluding: UT, MS, MO)
NUTRITION PROFILE	200 Calories per can, 14g Carbs per can
ABV	12%
CASE DIMENSIONS / WEIGHT	13.63 IN x 9.09 IN x 4.19 IN, 12.8 LB
UNITS PER PALLET	150
LAYERS PER PALLET	15
UNITS PER LAYER	10
SHELF LIFE	52 weeks
PRICING GUIDANCE	Price 12 packs at parity with Simply 12 packs and singles at \$1.99
PLACEMENT	Singles: next to other higher ABV singles like Buzzballz & Big Sipz. 12 Packs: next to existing simply VPs

Simply Spiked BOLDER –
Strawberry Lemonade
Primary UPC



Simply Spiked BOLDER –
Strawberry Lemonade
Secondary UPC



Simply Spiked BOLDER – Strawberry
Lemonade TRAY UPC



Simply SPIKED BOLD



Our ready-to-drink line of spiked lemonades combine expertly blended alcohol and the bold yet refreshing taste of 5% real fruit juice that you can expect from Simply®. NEW Variety Pack of 12oz cans with Signature Lemonade & Cherry Limeade!

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BRAND HIGHLIGHTS:

Bold VP wins in multiple consumer occasions. Drinkers love the idea of a Bold VP for both frequent at-home Relax AND social occasions!

High ABV FAB outpaces total category growth by 3X In MULO + Conv Dollar Sales, vs YA

Taste is both the **#1 purchase driver** AND the **#1 unmet need** for High ABV FAB consumers.

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- **COLOR:** Hazy in the pour with slight fruit color
- **CALORIES:** 240 Per Can
- **GLUTEN FREE**
- **CARBS:** 20g Per Can
- **ABV:** 8%
- **Alcohol Base:** Alcohol (Fermented from sugar) Does Not Contain Distilled Spirits

PLACEMENT:

Place next to existing Simply Spiked Variety Packs

PRICE GUIDANCE:

Price at parity to existing Simply Spiked Variety Packs

SKUs
40wk
Shelf Life



**12PK 12OZ
CANS**



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BRAND STORY

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BRAND FACTS

- **High ABV FAB outpaces total category growth by 3X** In MULO + Conv Dollar Sales, vs YA
- Taste is both the #1 purchase driver AND the #1 unmet need for High ABV FAB consumers.
- **Bold VP wins in multiple consumer occasions.** Drinkers love the idea of a Bold VP for both frequent at-home Relax AND social occasions!

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MARKETS	US National
NUTRITION PROFILE	240 calories/12oz, 20g carbs/12oz
ABV	8%
CASE DIMENSIONS / WEIGHT	13.63 IN x 9.09 IN x 6.19 IN, 19.81 LB
UNITS PER PALLET	110
LAYERS PER PALLET	11
UNITS PER LAYER	10
SHELF LIFE	40 weeks
PRICING GUIDANCE	Price at parity to existing Simply Spiked Variety Packs
PLACEMENT	Place next to existing Simply Spiked Variety Packs

