

Simply SPIKED

REAL
FRUIT
JUICE

5% ALCOHOL

SIMPLY® SPIKED... will reauthenticate the category as the only REAL spiked juice beverages...
Made with REAL fruit juice from the REAL juice experts

BRAND HIGHLIGHTS

- #1 Best-Selling New FMB Item
- Lime is growing in flavored alternative +16% lime growth and #3 flavor in flavored alternative
- Simply Limeade is growing +6% nationally and #5 SKU in the Simply non-alc juice portfolio
- The only REAL spiked juice beverages... Made with REAL fruit juice from the REAL juice experts

PRODUCT SPECIFICATIONS

- **STYLE:** Spiked Limeade
- **COLOR:** Hazy in the pour with slight fruit color
- **CALORIES:** 170
- **CARBS:** 19g
- **CARBONATION:** Lightly
- **ABV:** 5%
- **ALCOHOL BASE:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits

LAUNCH DATE:

2/5/2024

PLACEMENT:

Adjacent to Simply Spiked
Lemonade

PRICE GUIDANCE:

At Parity w Simply Spiked
Lemonade

SKUs

40 WEEK
SHELF LIFE



12PK 12OZ
SLIM CAN
VARIETY PACK



Simply[™]

SPIKED

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

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TASTING NOTES

COMING SOON

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PRODUCT DETAILS	
STYLE	Spiked Juice Beverage
TARGET CONSUMER	21+ Simply NA Drinkers, FAB Drinkers, and Black Consumers
MARKETS	National
NUTRITION PROFILE	170 calories /12oz, 19g carbs
ABV	5% / 12oz
OSKU	12pk Variety: 710618 24oz Limeade: 710653
PACKAGE DIMENSIONS/ WEIGHT	12pk: 9.13 IN x 6.88 IN x 6.19IN; 10 LB
CASE DIMENSIONS / WEIGHT	12pk: 14.31 IN x 9.44 IN x 6.25 IN; 20 LB 24oz: 11.94 IN x 8.94 IN x7.75 IN; 19.84 LB
UNITS PER PALLET	12pk: 110 24oz: 98
LAYERS PER PALLET	12pk: 10 24oz: 7
UNITS PER LAYER	12pk: 11 24oz: 14
SHELF LIFE	40 weeks
PRICING GUIDANCE	At parity with Simply Spiked Lemonade
PLACEMENT	Adjacent to Simply Spiked Lemonade



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Simply Spiked 12oz 12pk Variety Inner	Signature Limeade 12oz Primary	Cherry Limeade 12oz Primary	Blackberry Limeade 12oz Primary	Passionfruit Limeade 12oz Primary
810078781158	810078781172	810078781196	810078781165	810078781189