



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

**REAL
FRUIT
JUICE**
5% ALCOHOL

BRAND HIGHLIGHTS

- #1 Best-Selling New FMB Item
- Simply® is the #1 Lemonade brand in the US making them the TRUE Lemonade experts!
- Lemonade flavored items now worth \$1B
- The only REAL spiked juice beverages... Made with REAL fruit juice from the REAL juice experts

PRODUCT SPECIFICATIONS

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

PLACEMENT:

Adjacent to Mike's Hard

PRICE GUIDANCE:

At Parity w/ Mike's Hard

SKUs
40WEEK
SHELF LIFE



12PK 12OZ
SLIM CAN
VARIETY PACK



6PK 12OZ
SLIM CAN
SIGNATURE LEMONADE



16OZ CAN
STRAWBERRY
LEMONADE



24OZ CAN
STRAWBERRY
LEMONADE



BRAND STORY

This isn't just any hard lemonade... Our ready-to-drink line of spiked lemonades combine expertly blended alcohol and the bold yet refreshing taste of real fruit juice that you can expect from Simply®. The result is a naturally-flavored and juicy spiked lemonade bursting with a sweet and tart lemonade flavor that's perfect for any occasion.

BRAND FACTS

- Simply® is the #1 Lemonade brand in the US making them the TRUE Lemonade experts!
- #1 FAB Innovation of 2022
- The only **REAL** spiked juice beverages...Made with **REAL** fruit juice from the **REAL** juice experts

PRODUCT SPECIFICATIONS

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TASTING NOTES

SIGNATURE LEMONADE

Bright and refreshing, Signature Lemonade takes the beloved sweet lemony tartness of Lemonade flavour and adds an extra element of excitement with 5% ABV.

STRAWBERRY LEMONADE

The fresh take on the classic pairing of strawberries and lemonade is sure to fuel your festivities with the blissful blend of ripe berry and tart lemonade flavors.

RASPBERRY LEMONADE

Raspberry Lemonade will have you grasp-berrying for more. Doubling up on the sweet and tart goodness of Raspberries and Lemonade, get ready to pucker up!

BLUEBERRY LEMONADE

Blueberry and lemonade flavors come together to create a one-of-a-kind flavor perfect for your one-of-a-kind celebrations.

PRODUCT DETAILS	
STYLE	Spiked Lemonade
TARGET CONSUMER	21+ Simply NA Drinkers, FAB Drinkers, and Black Consumers
MARKETS	National
NUTRITION PROFILE	170 calories /12oz, 19g carbs
ABV	5% / 12oz
PACKAGE DIMENSIONS/ WEIGHT	12pk: 9.12 IN x 6.88 IN x 6.19IN; 9.9 LB
CASE DIMENSIONS / WEIGHT	12pk: 14.31 IN x 9.44 IN x 6.25 IN; 20 LB
UNITS PER PALLET	12pk: 104
LAYERS PER PALLET	12pk: 8
UNITS PER LAYER	12pk: 13
SHELF LIFE	40 weeks
PRICING GUIDANCE	At parity with Mike's Hard Lemonade
PLACEMENT	Adjacent to Mike's Hard Lemonade



REAL
FRUIT
JUICE

5% ALCOHOL







Simply Spiked
12oz 12pk
Variety Inner

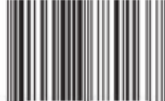
Signature
Lemonade
12oz Primary

Strawberry
Lemonade
12oz Primary

Raspberry
Lemonade
12oz Primary

Blueberry
Lemonade
12oz Primary







8 10078 78020 5
810078780205

3 10078 78015 1
810078780151

8 10078 78013 7
810078780137

8 10078 78177 6
810078781776

8 10078 78012 0
810078780120




Strawberry
Lemonade
16oz Primary

Strawberry
Lemonade
16oz Outer

Strawberry
Lemonade
24oz Primary

Strawberry
Lemonade
24oz Outer






8 10078 78153 0
810078781530

8 10078 78155 4
810078781554

8 10078 78062 5
810078780625

8 10078 78063 2
810078780632



Signature
Lemonade
12oz 6pk Inner

Signature
Lemonade 12oz
6pk Outer




8 10078 78018 2
810078780182

8 10078 78017 5
810078780175

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
- **GLUTEN FREE**

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

- #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
- **LIGHTLY CARBONATED**
- **ABV:** 5%
- **ALCOHOL BASE:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits

TASTING NOTES

COMING SOON

REAL
FRUIT
JUICE

5% ALCOHOL



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



				
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

REAL
FRUIT
JUICE

Simply® Spiked Tropical combines expertly blended alcohol and the refreshing taste of 5% real fruit juice that you can expect from Simply®. The result is flavorful combinations bursting with sweet and tropical fruit flavors that are perfect for any occasion.

BRAND HIGHLIGHTS

- Flavor remains the #1 purchase driver in FAB, and Tropical flavors are popular and growing.
- Simply Pineapple is the Fastest Growing Non-Alc Simply flavor
- The only REAL spiked juice beverages... Made with REAL fruit juice from the REAL juice experts

PRODUCT SPECIFICATIONS

- **STYLE:** Spiked Juice Beverage
- **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
- **GLUTEN FREE**

LAUNCH DATE:

4/14/2025

PLACEMENT:

Adjacent to existing
Simply Spiked VPs

PRICE GUIDANCE:

At Parity with Simply Spiked
Lemonade VP

SKU
40 WEEK
SHELF LIFE



12PK 12OZ
SLIM CAN
VARIETY PACK



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*.
- Flavor remains the #1 purchase driver in FAB, and Tropical flavors are gaining popularity – Pineapple is the fastest Growing Non-Alc Simply juice!
- The only REAL spiked juice beverages... Made with REAL fruit juice from the REAL juice experts

PRODUCT SPECIFICATIONS

- **STYLE:** Spiked Juice Beverage
- **COLOR:** Hazy in the pour with slight fruit color
- **CALORIES:** 170
- **CARBS:** T9g
- **LIGHTLY CARBONATED**
- **ABV:** 5%
- **ALCOHOL BASE:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits
- **GLUTEN FREE**

TASTING NOTES

	Signature Pineapple	Mango Pineapple
Appearance	Hazy appearance with a slight yellow hue	
Aroma	Vibrant, fresh pineapple with a slight confectionary sweetness	Tropical mango forward with bright pineapple in the background
Taste	Balance of bright juicy pineapple sweetness with a moderate tartness	Strong juicy tropical mango with a subtle pineapple and a balance of sweet and sour
Mouthfeel	Moderate mouthfeel	
Finish	Refreshing pineapple sweetness aftertaste	Lingering tropical flavors



PRODUCT DETAILS

STYLE	Spiked Juice Beverage
TARGET CONSUMER	21+ Simply NA Drinkers, FAB Drinkers, & Black Drinkers
MARKETS	National
NUTRITION PROFILE	TBD
ABV	5% / 12oz
OSKU	12pk Variety: 711803
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
UNITS PER PALLET	110
LAYERS PER PALLET	11
UNITS PER LAYER	10
SHELF LIFE	40 weeks
PRICING GUIDANCE	At parity with Simply Spiked Lemonade VP
PLACEMENT	Adjacent to Simply Spiked Lemonade VP



Simply Spiked
Tropical
12oz 12pk VP Inner



810078782131



Signature Pineapple
12oz Primary



810078782155



Mango Pineapple
12oz Primary



810078782148

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



REAL
FRUIT
JUICE

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.
- 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
- **LIGHTLY CARBONATED**
- **ABV:** 8%
- **ALCOHOL BASE:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits
- **GLUTEN FREE**

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

Simply
SPIKED
BOLD

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

**FPO**

**Signature Lemonade
16oz Primary**


8 10078 78227 8

**FPO**

**Cherry Limeade
16oz Primary**


8 10078 78230 8

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