

Simply SPIKED Lemonade®



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

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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

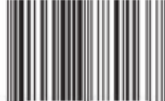
Signature
Lemonade
12oz Primary

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