



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%
- **ALCOHOL BASE:** 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



24PK 12OZ
SLIM CAN
VARIETY PACK



16OZ CAB
STRAWBERRY
LEMONADE



24OZ CAN
SIGNATURE LEMONADE,
BLUEBERRY LEMONADE AND
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.

BLUEBERRY LEMONADE

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

WATERMELON LEMONADE

Summertime sweetness is on full display when the flavors of mouth-watering watermelon and lip-puckering lemonade get together.

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



8 10078 78020 5

810078780205



Signature
Lemonade
12oz Primary



3 10078 78015 1

810078780151



Strawberry
Lemonade
12oz Primary



8 10078 78013 7

810078780137



Watermelon
Lemonade
12oz Primary



8 10078 78014 4

810078780144



Blueberry
Lemonade
12oz Primary



8 10078 78012 0

810078780120



Signature
Lemonade
24oz
Primary



8 10078 78016 8

810078780168



Signature
Lemonade
24oz Outer



8 10078 78019 9

810078780199



Blueberry
Lemonade
24oz
Primary



8 10078 78075 5

810078780755



Blueberry
Lemonade
24oz Outer



8 10078 78076 2

810078780762



Strawberry
Lemonade
24oz
Primary



8 10078 78062 5

810078780625



Strawberry
Lemonade
24oz Outer



8 10078 78063 2

810078780632



Signature
Lemonade
12oz 6pk Inner



8 10078 78018 2

810078780182



Signature
Lemonade
12oz 6pk Outer



8 10078 78017 5

810078780175



Signature
Lemonade
12oz 24pk Outer



8 10078 78096 0

810078780960



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5% ALCOHOL

BRAND HIGHLIGHTS

- #1 Best-Selling New FMB Item
- The only REAL spiked juice beverages... Made with REAL fruit juice from the REAL juice experts
- Simply® is the #1 Favorite Brand in Juice
- Peach is a HOT flavor, supported by a combination of growth potential, consumer appeal, and category indicators

PRODUCT SPECIFICATIONS

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- **CALORIES:** 170
- **CARBS:** 19g
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- **ABV:** 5%
- **ALCOHOL BASE:** Alcohol (Fermented from Sugar) Does Not Contain Distilled Spirits
- **GLUTEN FREE**

PLACEMENT:

Adjacent to Simply Lemonade

PRICE GUIDANCE:

At Parity w/ Simply Lemonade

SKUs

40WEEK
SHELF LIFE



12PK 12OZ
SLIM CAN
VARIETY PACK



24OZ CAN
SIGNATURE
PEACH

Simply SPIKED



REAL
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JUICE

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BRAND STORY

After introducing a new spiked lemonade that quickly became the drink of the summer, Simply Spiked is expanding into another favorite from the Simply© juice brand line-up. This **Simply Spiked Peach** variety pack includes four fresh, refreshing flavors that, you guessed it, are all made with REAL fruit juice that has been squeezed then concentrated. At 5% ABV, these juicy, spiked peach beverages deliver a natural and refreshing peach flavor.

BRAND FACTS

- Simply© is the #1 favorite juice brand
- #1 FAB Innovation of 2022
- The only **REAL** spiked juice beverages...Made with **REAL** fruit juice from the **REAL** juice experts

PRODUCT SPECIFICATIONS

STYLE: Spiked Juice

COLOR: Hazy in the pour with slight fruit color

CALORIES: 170

CARBS: 19g

ABV: 5%

ALCOHOL BASE: Alcohol (Fermented from Sugar) Does Not Contain

PRODUCT TYPE: Slim Cans

MARKETS: National

SHELF LIFE: 40wks

TASTING NOTES

SIGNATURE PEACH

Say hello to the queen of juicy: Signature Peach. With refreshing hints of fruity sweetness, you're in for a juicy ride.

MANGO PEACH

Escape to the tropics with Mango Peach, where the taste of sweet mango and juicy peach come together for a fresh finish. Get ready to feel the sun because you're on island time.

STRAWBERRY PEACH

Ah, paradise. Strawberry Peach offers a perfect blend of strawberry peach flavor that will fire up those taste buds on a hot day or as you're getting ready for a night out.

KIWI PEACH

An island adventure, Kiwi Peach is packed with those refreshing flavors your taste buds are longing for. With the taste of peach and a subtle hint of kiwi, every sip will take you on a new adventure.

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: 9.03 IN x 6.81 IN x 6.19IN; 10 LB
CASE DIMENSIONS / WEIGHT	12pk: 14.31 IN x 9.44 IN x 6.25 IN; 20 LB 24: 8.94 x 8.94 x 7.75 IN; 20 LB
UNITS PER PALLET	12pk: 104 24oz: 98
LAYERS PER PALLET	12pk: 8 24oz: 9.8
UNITS PER LAYER	12pk: 13 24oz: 10
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 Peach 12oz Primary	Mango Peach 12oz Primary	Strawberry Peach 12oz Primary	Kiwi Peach 12oz Primary
				
810078780779	810078780717	810078780731	810078780724	810078780700

	
Signature Peach 24oz Primary	Signature Peach 24oz Outer
	
810078780977	810078780904

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



24OZ CAN
SIGNATURE LIMEADE



Simply[™]

SPIKED

REAL
FRUIT
JUICE

5% ALCOHOL

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



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

	
Signature Limeade 24oz Primary	Signature Limeade 24oz Outer
	
810078781202	810078781219

Simply SPIKED® Cranberry



SIMPLY® SPIKED... will reauthenticate the category as the only REAL spiked juice beverages...
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REAL
FRUIT
JUICE
5% ALCOHOL

BRAND HIGHLIGHTS

- #1 Best-Selling New FMB Item
- Simply® Cranberry Cocktail is the #1 refrigerated Cranberry Juice
- Cranberry-flavored RTD sales spike from September through December
- The only REAL spiked juice beverages... Made with REAL fruit juice from the REAL juice experts

PRODUCT SPECIFICATIONS

- **STYLE:** Spiked Cranberry Juice
- **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:

9/9/2024
Limited Time Release

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® Cranberry



REAL
FRUIT
JUICE

5% ALCOHOL

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 Simply® Cranberry Cocktail is the #1 refrigerated Cranberry Juice
- Cranberry-flavored RTD sales spike from September through December
- 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
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TASTING NOTES

- **AROMA:** Aromatic notes of bright cranberry with a whisper of cider tones
- **TASTE (Signature):** Flavorful and tart with a cranberry profile matching the aroma
- **TASTE (Apple):** Flavorful and tart, led by apple with supporting cranberry notes
- **MOUTHFEEL:** Full mouthfeel with a balance of sweet and sour
- **FINISH:** Slightly astringent to match the nature of cranberry, inviting the next sip

PRODUCT DETAILS	
STYLE	Spiked Cranberry Juice
TARGET CONSUMER	21+ Simply NA Drinkers, FAB Drinkers, and Black Consumers
MARKETS	National
NUTRITION PROFILE	170 calories/12oz, 19g carbs
ABV	5% / 12oz
OSKU	711004
PACKAGE DIMENSIONS/ WEIGHT	9.13 IN x 6.88 IN x 6.19 IN; 10 LB
CASE DIMENSIONS / WEIGHT	14.31 IN x 9.44 IN x 6.25 IN; 20 LB
UNITS PER PALLET	110
LAYERS PER PALLET	10
UNITS PER LAYER	11
SHELF LIFE	40 weeks
PRICING GUIDANCE	At parity with Simply Spiked Lemonade
PLACEMENT	Adjacent to Simply Spiked Lemonade





Simply Spiked
12oz 12pk Variety
Inner



810078781691



Signature
Cranberry
12oz Primary



810078781677



Apple Cranberry
12oz Primary



810078781684