



DOGFISH HEAD BAR CART MIX PACK SRS



DESCRIPTION

Offering innovative takes on classic recipes, Dogfish Head Cocktails are expertly crafted using a duo of real fruit juices for a distinct flavor experience.

Our variety packs offer 4 different styles of cocktails that clock in at 7% ABV (which means 2 shots of real spirits in every can!), including a pack-exclusive style. This vodka mix pack features 3 of our year-round favorites along with a new Lemon Drop martini with real Blueberry and Citrus juices.

THE LINEUP

- **NEW!** Blueberry Citrus Vodka Lemon Drop
- Strawberry Honeyberry Vodka Lemonade
- Blood Orange Mango Vodka Crush
- Passion Fruit Citrus Vodka Mule*

STYLE PROFILE

Style	Variety Pack of Vodka-based Cocktails
ABV	7% ABV
Package Size	3x8 pack / 12oz slim cans
Shelf Life	9 months
Pricing	\$21.99-\$23.99/8pk



*The Passion Fruit Vodka Mule is offered at 12% ABV in 4pks outside of the Variety Pack in most markets (some markets are high-ABV prohibitive – see individual sell sheets for guidance on high ABV geography)



PRODUCT DESCRIPTIONS



Dial up the flavor with our take on a lemon drop martini. Made with Dogfish Head vodka, this craft cocktail combines the refreshment of zesty lemon juice with the sweet tang of blueberry juice for a burst of berry & citrus.



Inspired by visits to a coastal Maine honeyberry farm, this cocktail combines Dogfish Head vodka and juice from real lemons & strawberries with the subtly sweet & juicy flavor of honeyberries for refreshing and vibrant flavor.



We took our love for this coastal cocktail style to new depths. We blend Dogfish Head vodka with real fruit juice from blood oranges and mangos for a citrusy, crush-able cocktail.



Our creative take on a Moscow Mule, this cocktail is crafted with real fruit juice from passion fruit and limes, then blended with classic ginger beer ingredients for real flavor.



PRODUCT SPECS



PRODUCT DIMENSIONS

Package Type	Length (in.)	Width (in.)	Height (in.)	Weight (lb.)
8 CAN WRAP	9.047	4.5	6.187	6.7
3 X 8 CAN PACK + TRAY	14.125	9.5	6.37	20.37

<u>Pallet Type</u>	<u>Count Per Tier</u>	<u>Tiers</u>	<u>Total Cases</u>
GMA 48x40	13	8	104

ITEM NUMBERS

Product	SKU	UPC
DFH CANNED COCKTAIL VP, 8PK 12OZ CAN	DS3178A1	638489000374



Vodka Variety 8-Pack, 12oz
Cans

Suggested PTC: \$21.99-\$23.99/8pk

Shelf Life: 9 months

In Market: 3/3/25

Availability: Year Round

Geo: National (*DFH CC's not yet distributed in: WV, AL, AR, MT, UT, WY, OR)