

Curious Twist Ready-to-Drink (RTD) beverages make it easy to enjoy delicious cocktails. No extra ingredients or complicated recipes needed. Just chill, twist and pour over ice.

FOCUS ACCOUNTS

- On Premise Beer & Wine license only accounts
- Grocery, Liquor, C-Store, Drug

WHY WINE BASED COCKTAILS?

- **Quality Focused:** premium wine-based with natural flavors. Curious Twist will easily attract those consumers looking to trade up from traditional malt based RTDs.
- **Positioned to win:** The RTD “4th” alcoholic beverage category accounts for 10% of total adult beverage sales.¹ The RTD Pre-Mixed Cocktail subsegment is also the fastest growing adult beverage sub-category, with +42% revenue growth on a base of \$1.6B.²
- **Convenience:** Re-closeable and multi-serving make it easy for consumers and bartenders to quickly and easily pour and serve.

HOW TO MAKE A COCKTAIL

1. Grab your favorite rocks glass and fill it with ice.
2. Choose your beverage: Bubbly Ginger Mule, Tropical Mai Tai, Bubbly Grapefruit Paloma or Zesty Lime Margarita
3. Twist, pour and enjoy. Cheers!

HOW ACCOUNTS WIN

- ✓ Wholesale Bottle Price \$8.50
- ✓ Account Charges \$10.00 per drink
- ✓ Avg. cocktail pour = 4 ounces of mix over ice
- ✓ A 750mL bottle has 6 pours
 - ✓ Bottle Cost \$8.50
 - ✓ Revenue From Bottle = \$60
 - ✓ Profit = \$51.50 a bottle
- ✓ Case details
 - ✓ \$102 Cost
 - ✓ Revenue \$720
 - ✓ Profit \$618

