

# BuzzBallz® Cocktails

MULTI-AWARD WINNING  
PRODUCT



## READY-TO-DRINK COCKTAILS

- Great Taste & Value
- Made w/ Real Cream or Fruit Juice
- Natural Flavors
- 200 ml Spirit Based
- 15% Alcohol by Volume
- Convenient Non Breakable PET
- Kosher / Gluten Free
- No High Fructose Corn Syrup
- SRP \$2.99 - \$3.99

## UNIQUE PLASTIC CONTAINER

- Great for outdoor activities
- Non-breakable cans
- Made with recyclable materials

## WIDE VARIETY

- 11 amazing flavors
- Sold as singles
- Mix & match favorite flavors

## RTD's IN DEMAND

- RTD's (wine+spirits growth) are HOT!;
- RTD segment growing at +41.1%\*
- BuzzBallz growing at 60.3%\*
- BuzzBallz Scans at \$128M in last 52 weeks\*

**#1** BUZZBALLZ IS THE #1 SELLING SINGLE-SERVE PREMIXED COCKTAIL BRAND IN THE US.\* (187/200ml)

## NIELSEN REPORT

(187 & 200 ML SINGLE-SERVE SIZE ONLY)

<b>1. BUZZBALLZ</b>	<b>64.3%</b>
<b>2. CHI-CHI'S</b>	<b>15.2%</b>
<b>3. JOSE CUERVO</b>	<b>4.8%</b>
<b>4. RANCHO LA GLORIA</b>	<b>3.3%</b>
<b>5. THE CLUB</b>	<b>2.4%</b>

SHARE OF SINGLE-SERVE SALES

\* Nielsen, TTL US Conv, TTL Combined Liq, TTL xAOC, Segment Wine + Spirit RTD (187 + 200ml) 52 weeks ending in 7/16/2022

★ ★ ★ 10 YEARS STRONG AND GROWING ★ ★ ★

# BUZZBALLZ®

NEW Flavor!



**ESPRESSO MARTINI**

SINGLE UNIT SKU:



NEW Flavor!



**HAZELNUT LATTE**

SINGLE UNIT SKU:



NEW Flavor!



**CHILI MANGO**

SINGLE UNIT SKU:



**STRAWBERRY 'RITA**

SINGLE UNIT SKU:



**TEQUILA 'RITA**

SINGLE UNIT SKU:



**CHOC TEASE**

SINGLE UNIT SKU:



**PEACHBALLZ**

SINGLE UNIT SKU:



**LOTTA COLADA**

SINGLE UNIT SKU:



**WATERMELON SMASH**

SINGLE UNIT SKU:



**CRAN BLASTER**

SINGLE UNIT SKU:



**FORBIDDEN APPLE**

SINGLE UNIT SKU:



## POINT OF SALE



## CASE SPECS

24 BALLZ PER CASE

12 LBS

12" X 6" X 8.5"

## PALLET SPECS

120 CASES PER PALLET

24 CASES PER LAYER

5 LAYERS

FULL PALLET WEIGHT = 1,500 LBS

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