

NEW FLAVOR

# BuzzBallz®



buzzballz.com

## READY-TO-DRINK COCKTAILS



Real Cream &  
Natural Flavors



No High  
Fructose Corn  
Syrup



Great Taste  
& Value



Convenient  
Non Breakable  
PET

187 ML WINE BASED •  
200 ML SPIRIT BASED •  
KOSHER • GLUTEN FREE •  
SRP \$2.99-\$3.99

WOMEN  
OWNED

### UNIQUE PLASTIC CONTAINER

- Great for outdoor activities
- Non-breakable cans
- Made with 15% PCR
- Made with recyclable materials

### WIDE VARIETY

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

### RTD'S IN DEMAND

- RTD's (wine+spirits growth) are HOT!;
- RTD segment growing at +29.7%\*
- BuzzBallz growing at 44.5%\*
- BuzzBallz Scans at \$165M in last 52 weeks\*

15%  
Alc by Vol



**BuzzBallz®**  
Chillers

PINEAPPLE JALAPEÑO

ORANGE WINE WITH PINEAPPLE AND LIME JUICES,  
NATURAL FLAVORS, AND FD&C YELLOW #5  
ALC 15% BY VOL • 187 ML

**TASTING NOTES:**  
**TART, SPICY, CITRUSY**

**#1** Buzzballz is the #1 selling  
single-serve premixed  
cocktail brand in the US.\*

### NIelsen REPORT

(187 & 200 ML SINGLE-SERVE SIZE ONLY)

|                            |              |
|----------------------------|--------------|
| 1. <b>BUZZBALLZ</b>        | <b>67.8%</b> |
| 2. <b>CHI-CHI'S</b>        | <b>13.1%</b> |
| 3. <b>JOSE CUERVO</b>      | <b>3.8%</b>  |
| 4. <b>RANCHO LA GLORIA</b> | <b>3.3%</b>  |
| 5. <b>THE CLUB</b>         | <b>1.9%</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 03-25-2023

HOLIDAY LTO!



COOKIE NOOKIE



HOLIDAY LTO!



EGGNOG



NEW FLAVOR!



ESPRESSO MARTINI



NEW FLAVOR!



HAZELNUT LATTE



NEW FLAVOR!



PINEAPPLE JALAPEÑO



BACK AGAIN!



HORCHATA



LIME 'RITA



CHOCO CHILLER



PEACH CHILLER



PINEAPPLE COLADA



STRAWBERRY 'RITA



WATERMELON CHILLER



CRANBERRY CHILLER



SOUR APPLE CHILLER



CHILI MANGO



## 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 weight = 1,500 lbs

