

BuzzBallz®

Cocktails



READY-TO-GO COCKTAILS

- Real Cream & Natural Flavors
- No High Fructose Corn Syrup
- Great Taste & Value
- Convenient Non Breakable PET

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

15%
Alc by Vol



UNIQUE PLASTIC CONTAINER

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

WIDE VARIETY

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

RTD'S IN DEMAND

- RTD's (wine+spirits growth) are HOT!;
- RTD segment growing at +32.6%*
- BuzzBallz growing at 41%*
- BuzzBallz Scans at \$224M in last 52 weeks*

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



NIELSEN REPORT (187 & 200 ML SINGLE-SERVE SIZE ONLY)

	SHARE OF SINGLE-SERVE SALES
1. BUZZBALLZ	72.5%
2. CHI-CHI'S	12%
3. RANCHO LA GLORIA	3%
4. JOSE CUERVO	3%
5. THE CLUB	2%

*Nielsen, TTL US Conv, TTL Combined Liq, TTL xAOC, Segment Wine + Spirit RTD 52 weeks ending in 2024-01-27

HOLIDAY LTO!



COOKIE NOOKIE



HOLIDAY LTO!



EGGNOG



NEW FLAVOR!



ESPRESSO MARTINI



NEW FLAVOR!



HAZELNUT LATTE



NEW FLAVOR!



PINEAPPLE JALAPENO



NEW FLAVOR!



PASSIONFRUIT MARTINI



BACK AGAIN!



HORCHATA



CHOC TEASE



PEACHBALLZ



LOTTA COLADA



WATERMELON SMASH



TEQUILA 'RITA



CRAN BLASTER



FORBIDDEN APPLE



CHILI MANGO



STRAWBERRY 'RITA



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

