

# BuzzBallz® Chillers



## READY-TO-GO COCKTAILS



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



### 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)

Rank	Brand	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 JALAPEÑO



NEW FLAVOR!



PASSIONFRUIT MARTINI



BACK AGAIN!



HORCHATA



CHOCO CHILLER



PEACH CHILLER



PINEAPPLE COLADA



WATERMELON CHILLER



LIME 'RITA



CRANBERRY CHILLER



SOUR APPLE CHILLER



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

