

Stoli®
CRUSHED

REFRESHINGLY JUICY UNDENIABLY STOLI®

PREMIUM STOLI® VODKA & REAL FRUIT JUICE

WHAT IS CRUSHED?

Stoli®, a leader in the Vodka category since 1938 is introducing Stoli® CRUSHED, a premium mix of Imported Stoli® Gluten Free Vodka CRUSHED together with real fruit juice.

Available in light, refreshingly juicy Pineapple and Ruby Red Grapefruit to make delicious simple vodka cocktails.

WHY PINEAPPLE AND GRAPEFRUIT?

Pineapple & Grapefruit are the two top performing flavored vodkas.*



+41.4% +60.2%
VOLUME % CHANGE

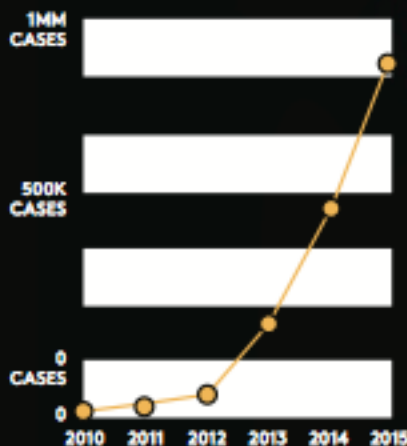
REJUVENATING THE STOLI® FLAVOR FRANCHISE

A fresh, fun, young premium expression of Stoli® Vodka with Real Fruit Juice, to attract a new demographic of consumers.

Packaging and name delivers on authenticity and high quality, building on Stoli® Brand Equity.

2 fastest growing flavors in the category, 100% incremental to the Stoli® portfolio!

GROWTH IN THE "REAL FRUIT JUICE" FLAVOR VODKA SEGMENT



EXPLOSIVE GROWTH IN NEW "REAL FRUIT JUICE VODKA" PRODUCTS.**

*SOURCE: NIELSEN, SCANTRACK, TTL US XADC + LIQUOR PLUS, TTL VODKA FLAVORED, 52 WEEKS ENDING 03/26/14
**SOURCE: IWSR 2014

SAVOR STOLI® RESPONSIBLY. STOLI® CRUSHED PINEAPPLE & RUBY RED GRAPEFRUIT, VODKAS CRUSHED WITH REAL FRUIT JUICE, 30% ALC/VOL (60 PROOF). STOLI® GROUP USA, LLC, NEW YORK, NY ©2015. ALL RIGHTS RESERVED.
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