

INTRODUCING NEW
SKYY INFUSIONS®
BARTLETT PEAR

Discover a new premium SKYY® Vodka infused with natural Bartlett pear flavor for a crisp and refreshingly true-to-fruit cocktail experience customers will be sure to order.

LAUNCHING: Q3 2016

THE FLAVORED MARKET

Fruit-Flavored Vodka Driving Growth Again in the Flavored Vodka Category

3RD PLACE MOST PREFERRED LIQUOR BASE FOR COCKTAILS¹



FLAVORED VODKA SANS CONFECTION IS UP 5.1%²

+6% SINCE 2014 IN BOTH VOLUME AND VALUE



THE BARTLETT PEAR FLAVOR

Bartlett Pear Introductions Will Continue to Drive Growth in 2016!



PRODUCED & SOLD PEAR VARIANT³

INCREASES IN PEAR & CIDER OFFERINGS RENEWING APPEAL IN PEAR-FLAVORED ALCOHOLIC BEVERAGES



"PRODUCE PROVENANCE" = THE NEW "CRAFT"⁴



NEW SIGNATURE DRINK

THE BARTLETT BEE

2 PARTS SKYY Infusions® Bartlett Pear
2/3 PART Honey & Water 1:1
2/3 PART Lemon Juice
1 DASH Angostura® Bitters

Build ingredients in a shaker with ice. Shake. Pour into a Collins glass. Garnish with a pear slice dusted in cinnamon.

Sources:

- ¹ Nielsen CGA On Premise Consumer Survey, March-April 2016
² Nielsen, TTL US - XAOC 7 Liquor Plus, 52 wks ending 4/23/2015
³ Agricultural Marketing Resource Center 2015
⁴ Spirits Trends to Watch 2016