

# Beautiful™

DRINKS CO

## Premium Sparkling RTD Cocktails!

A thoughtful and beautifully created collection of **spirit-based** cocktails made with botanicals and **natural ingredients**. Created to promote the importance and beauty of the natural world in nourishing our environment and our communities.



Unique  
twists  
on flavors

Best-tasting  
true cocktails  
in a can


Trade up  
from single  
note hard  
seltzers

## Delivering on what consumers are looking for!

 RTD cocktail market has seen 63.32% sales growth vs LY.<sup>1</sup>

 Spirit-based cocktails have the highest growth rate.<sup>2</sup>

 Full-flavor products are over-indexing in growth.<sup>3</sup>

 Premium RTD's are significantly trending up (+17M cases vs LY)<sup>4</sup>

No Preservatives  Vegan  Gluten Free



beautifuldrinksco.com

<sup>1</sup> Nielsen Scan Data, Prepared Cocktails - RTD, Total US, RY52 weeks, August 2022

<sup>2</sup> In reference to Forbes (2022) - <https://www.forbes.com/sites/katedingwall/2022/10/07/spirit-based-ready-to-drink-products-will-pull-116-billion-in-growth-over-the-next-five-years/?sh=68a0e8f46a5d>

<sup>3</sup> Nielsen Scan Data, Prepared Cocktails - RTD, Total US, RY52 weeks, August 2022

<sup>4</sup> Nielsen Scan Data, Prepared Cocktails - RTD, Total US, RY52 weeks, August 2022

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Award winning & highly rated!



## Sparkling Gin & Tonic

Gin, by nature brimming with botanicals, lends the subtle fragrance of juniper. Enlivened with generous citrus notes of pink grapefruit and finished with a hint of rosemary garnish.

## Sparkling Margarita

Tequila mingled with flavors of fresh ginger, lending a depth of warm spiciness, paired perfectly with flavors of lush lime.

## Sparkling Vodka Collins

Clean, crisp and fresh from the garden flavors of cucumber, with notes of a zippy lemon squeeze. A subtle garnish of lemongrass is our surprise twist.