

— The Non-Alcoholic Category — is on Fire.

– Non-Alc is a Top Trend for 2023!



SOUTHERN GLAZER'S
WINE & SPIRITS



- US retail sales of non-alcoholic spirits grew 116% for the year ending May 31, 2022, according to NielsenIQ.
- 44% of 21+ Gen-Z never drink alcohol (NielsenIQ).



Spritz Culture Continues to be a Cultural Phenomenon.

“Over the last decade, Americans have embraced aperitivo culture so much that it’s no longer restricted to the early evening pre-dinner hours. Aperitivo hour has blurred into entire evenings spent sipping and snacking.”

LIQUOR.COM

The Wilderton Spritz is Better Tasting and Better for You!

Traditional Spritz	VS	THE NON-ALCOHOLIC WILDERTON Spritz
16g	SUGAR	11g
25g	CARBOHYDRATES	17g
174	CALORIES	44
YES	ALCOHOL	NO

In a head-to-head comparison with a traditional ABV spritz, the Wilderton Spritz tastes more delicious AND is also significantly better for you. A Wilderton Spritz has a QUARTER of the calories of a traditional full ABV spritz.



“How Refreshing” 360 Degree Promotional Campaign

DIGITAL ADVERTISING CONNECTED TV



July through September **hulu**

RETAIL MERCHANDISING



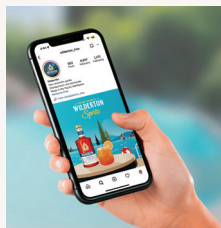
Case Card (11.25" x 9.25") 5/pack

ON-PREMISE TOOLS



Drink Coasters (5 sets of 4 Coasters)

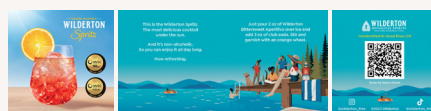
SOCIAL



Over 300,000 Monthly Impressions



Shelf Talker (6" x 4") 10/pack



Necker (2.5" x 2.5") 25/pack



Demo Aprons



Menu Insert 6" x 4"