

THE MAKERS OF THE ORIGINAL *spiked* FREEZE POP INTRODUCE

MARGARITA POUCHES MADE WITH ORGANIC AGAVE NECTAR

CLAFFEY'S MARGARITA COCKTAILS

WWW.CLAFFEYSCOCKTAILS.COM



- HAND CRAFTED IN SMALL BATCHES
- MADE WITH ORGANIC AGAVE NECTAR
- 6% ABV
- PERFECT FOR POOL, BOAT, BEACH, CAMPING, PICNICS, TAILGATES, ETC.
- NO HIGH FRUCTOSE CORN SYRUP
- NO ARTIFICIAL COLORS
- WINE-BASED
- EACH POUCH 10 FL OZ (296 ML)
- MADE WITH REAL FRUIT JUICE

CAN BE SERVED FROZEN (SERVE IN POUCH) OR ON THE ROCKS



INVITING NEW DRINKERS IN

- Agave based products are leading the charge as the one of the fastest-growing segments of the RDT categories, giving the customer more sophisticated options that typical "frozen cocktails."
- Agave-based RTDs attract customers who want their favorite mixed drinks at home without breaking out the blender.
- Casual luxury set, established 34% of wine spend.



CORE CONSUMER TARGETS

- Generation X (born mid 1960 – early 1980).
- Approaching the middle of their working careers and potential peak-earning years.
- Skews female, popular mommy wine culture.
- 46% of wine spend is the habitual mom.



NEXT WAVE OF CONSUMERS

- RTD agave-based cocktails give health-conscious consumers an entry point.
- Pouch-based RTDs attract customers who want their favorite cocktails while adventuring. Claffey's are completely portable and can be served frozen or on the rocks.
- Socially conscious adventurer, typically 19% of wine spend.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



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