

Consumer passion for cocktailing has never been higher and, now is the perfect time to get into the mix with MR and MRS T's Margarita's and Cocktail Mixers! Expertly crafted with premium ingredients and Pure Cane Sugar, MR & MRS T's are the perfect mix of sweets and savories to meet any flavor palette.

## WHY NOW IS THE PERFECT TIME TO GET IN THE MIX!

- Mr and Mrs T is the National Share Leader - # 1 or # 2 SKU in 6 flavors\*: Sweet & Sour, Pina Colada, Strawberry Daiquiri, Whiskey Sour, Mai Tai, & Tom Collins
- The mixer category continues to grow! Premium claims on mixers have tripled since 2013.\*\*
- On-premise & Off-Premise/At-Home alcohol sales continue to rise due to consumers' interest in premium alcohol beverages. Consumers are looking for versatile and premium options for their cocktails.\*\*\*
- Variety, functional and health considerations drive consumer purchase considerations.\*\*\*\*
- Mr & Mrs T is converting its portfolio to be crafted with cane sugar and premiumization. The Mr & Mrs T portfolio variety allows for complete solutions for every cocktail occasion.
- 67% of consumers are more likely to purchase an award winner!
- 2 out of 3 MMT Margarita Buyers are Repeat Purchasers\*\*\*\*\*

\*Sources: IRI MULO+C - Calendar Years 2013 - 2018, Calendar Year ending 12.30.18; IRI Panel - 52 wks thru 12.30.18  
 \*\* Source: Mintel Alcoholic Beverage Drinking Occasions - US - March 2018 Panel Data - IRI L52wks ending 9/2019.  
 \*\*\* SOURCE: FPO  
 \*\*\*\* SOURCE: Kantar shopper insights, Innova Market Insights, IRI, 12 months Edison data 10/17 - 10/18  
 \*\*\*\*\*Source: IRI Panel Total US- All Outlets L52wk ending 10.4.20

## AWARDS & ACCOLADES

- Mr & Mrs T's Margarita portfolio received the Chef's Best Excellence Award for 2020.
- Margarita & Skinny Margarita judged superior to Jose Cuervo

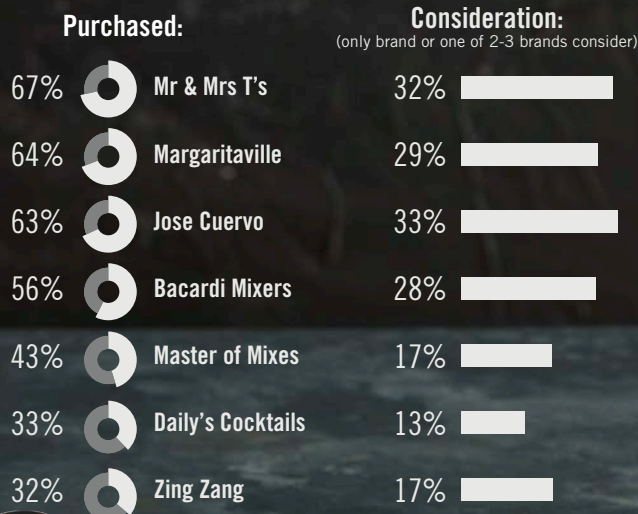


- Increased overall aroma and flavor
- More citrus and orange
- Slightly sweeter
- Slightly less sour
- More natural color

## FEATURES & BENEFITS

- ✓ EXPERTLY CRAFTED
- ⊘ NO ADDED PRESERVATIVES
- ⊘ MADE FROM SCRATCH TASTE®
- ⊘ GLUTEN FREE

## MR & MRS T LEADS THE MIXERS CATEGORY



Premium Ingredients for Premium Flavor!

Introducing

Herb and June Taylor first sold their Mr & Mrs T mixers in 1960. The Taylors wanted more dependable cocktail mixers that tasted like they were made from scratch. First used by bars and restaurants in LA, the brand took-off when airlines began using their mixes driving consumer and more travelers began asking for it

by name.  
CRAFTED WITH CANE SUGAR & PEACH PUREE



and Introducing



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Made from scratch taste  
 Crafted with Premium Ingredients for Premium Flavor



## MR & MRS T MARGARITA MIX ORIGINAL MARGARITA | MODERATE

### Ingredients:

- 4 oz Mr & Mrs T Margarita Mix
- 1.5 oz Tequila
- 0.5 oz Orange Liqueur
- Squeeze Lime Wedge

### Method:

Shake Over Ice- Strain into Cocktail Glass Over Fresh Ice

### Garnish:

½ Salt Rim and Lime Wheel

Make it skinny with Mr & Mrs T Skinny Margarita Mix!

## MR & MRS T STRAWBERRY DAIQUIRI-MARGARITA MIX

### STRAWBERRY PEACH MARGARITA | EASY

### Ingredients:

- 3-1/2 oz. Mr & Mrs T® Strawberry Daiquiri-Margarita Mix
- 1-1/2 cup ice
- 1-1/4 oz. tequila
- 2 strawberries
- 1/2 peach
- Optional: Slice of lime, strawberry, and peach for garnish

### Method:

Blend all ingredients until smooth. Pour into margarita glass.

### Garnish:

Slice of lime, strawberry, and peach.



## MR & MRS T PINA COLADA MIX BERRY PIÑA COLADA | MODERATE

### Ingredients:

- 4 oz. Mr & Mrs® T Piña Colada Mix
- 1/2 oz. Rose's® Cocktail Infusions Blue Raspberry Mix
- 1-1/2 oz. rum
- 3 pineapple chunks
- 1 cup ice
- Optional: Pineapple wedge, pineapple leaf, raspberry, and strawberry for garnish

### Method:

Blend all ingredients until smooth. Pour into pineapple-rimmed piña colada glass.

### Garnish:

Pineapple wedge, pineapple leaf, raspberry, or strawberry, as desired.



## MR & MRS T WHISKEY SOUR MIX AMARETTO SOUR | EASY

### Ingredients:

- 4 oz. Mr & Mrs T® Sweet & Sour Mix
- 1-1/2 oz. amaretto
- 1-1/2 oz. whiskey

### Method:

Shake and strain into an old-fashioned cocktail glass filled with ice.

### Garnish:

Cherry.



## MR & MRS T MAI TAI MIX MAI TAI ISLAND MARGARITA | MODERATE

### Ingredients:

- 3-1/2 oz. Mr & Mrs T® Mai Tai Mix
- 1-1/2 oz. Mr & Mrs T® Margarita Mix
- 1 oz. rum
- 1/2 oz. gold tequila
- Cocktail salt
- Optional: Pineapple wedge, lime slice, and tropical flower for garnish

### Method:

Shake ingredients with ice to chill. Rim cocktail glass with salt, and fill with ice. Strain cocktail over ice.

### Garnish:

pineapple wedge, lime slice, and flower, as desired.



## MR & MRS T PEACH BELLINI MIX

### PEACH BELLINI | SIMPLE

### Ingredients:

- 2 oz Mr & Mrs T Peach Bellini Mix
- 2 oz Prosecco

### Method:

Pour ingredients over Ice into Champagne Glass. Garnish with Peach slices and mint sprig.

For a frozen cocktail, blend Mr & Mrs T Peach Bellini Mix with 1/2 cup ice until smooth. Pour into champagne glass and top with 2 fl oz Prosecco.





### MARGARITA MIX



The Margarita Mix blends tangy lime and a squeeze of orange flavors with a sweet taste that's perfected with agave nectar.



### STRAWBERRY DAIQUIRI-MARGARITA MIX



The Strawberry Daiquiri-Margarita Mix is perfected with the flavor of plump strawberries paired with a tart hint of lime.



### TOM COLLINS MIX



The Tom Collins Mix is bursting with a blend of lemon-lime, orange, and sweet maraschino cherry flavors.



### PEACH BELLINI MIX

*and Introducing*



This popular flavor is on trend with bartenders and consumers. The pureed white peaches are sweetened with cane sugar for a flavor that mixes well with any spirit or beverage.



### PINA COLADA MIX



The Piña Colada Mix delivers fresh island taste with a blend of rich pineapple and smooth coconut flavors.



### SWEET & SOUR MIX



The Sweet & Sour Mix is perfected with juicy, ripe orange flavor paired with a tart hint of lime.



### WHISKEY SOUR MIX



The Whiskey Sour Mix is perfected with a tart and sweet blend of lemon, lime and orange citrus flavors.



### SANGRIA MIX



The Sangria Mix is a blend of citrus and berry flavors and is perfect to be mixed with your choice of red or white wine or enjoyed as a virgin cocktail.



### MAI TAI MIX



The Mai Tai Mix takes a tropical citrus blend of pineapple, orange, lemon and lime flavors, and pairs it with the subtle, nutty flavor of almonds.



### TROPICAL MIX



A deliciously sweet, juicy mango flavor balanced with a sweet and sour taste. A smooth versatile mixer with Rum, Tequila and more!





	Package	Expertly Crafted	Made from Scratch Taste	Gluten Free v(labeled)	Trans Fat Free	Cane Sugar Sweetened	No Added Preservatives	Kosher - Daily
MARGARITA	5.50Z	✓	✓	✓	✓	✓	✓	✓
MARGARITA 4-PK	5.50Z	✓	✓	✓	✓	✓	✓	✓
MAI TAI	1L	✓	✓	✓	✓	✓	✓	✓
MARGARITA	1L	✓	✓	✓	✓	✓	✓	✓
PINA COLADA	1L	✓	✓	✓	✓	✓	✓	✓
SANGRIA MIX	1L	✓	✓	✓	✓	✓	✓	✓
SKINNY MARGARITA	1L	✓	✓	✓	✓	✓	✓	✓
STRAW DAIQ MARG	1L	✓	✓	✓	✓	✓	✓	✓
SWEET & SOUR	1L	✓	✓	✓	✓	✓	✓	✓
TROPICAL	1L	✓	✓	✓	✓	✓	✓	✓
PEACH BELLINI	1L	✓	✓	✓	✓	✓	✓	✓
WHISKEY SOUR	1L	✓	✓	✓	✓	✓	✓	✓
WHISKEY SOUR	1L	✓	✓	✓	✓	✓	✓	✓
MARGARITA	1.75L	✓	✓	✓	✓	✓	✓	✓
PINA COLADA	1.75L	✓	✓	✓	✓	✓	✓	✓
STRAW DAIQ MARG	1.75L	✓	✓	✓	✓	✓	✓	✓
SWEET&SOUR	1.75L	✓	✓	✓	✓	✓	✓	✓



	Package	Case Length	Case Width	Case Height	Package Depth	Package Width	Package Height	Selling Units Per Case	UPC Bar Code
MARGARITA	5.50Z	13"	8.625"	3.785"	2.08"	2.08"	3.76"	FPO	0 70655 00011 3
MARGARITA 4-PK	5.50Z	13"	8.625"	3.785"	-	-	-	FPO	0 70655 00013 7
MAI TAI	1L	10.125"	6.875"	12.125"	3.324"	3.324"	11.11"	FPO	0 70655 93030 4
MARGARITA	1L	10.125"	6.875"	12.125"	3.324"	3.324"	11.11"	FPO	0 70655 93530 9
PINA COLADA	1L	10.125"	6.875"	12.125"	3.324"	3.324"	11.11"	FPO	0 70655 96030 1
SANGRIA MIX	1L	10.125"	6.875"	12.125"	3.324"	3.324"	11.11"	FPO	0 70655 00059 5
SKINNY MARGARITA	1L	10.125"	6.875"	12.125"	3.324"	3.324"	11.11"	FPO	0 70655 00028 1
STRAW DAIQ MARG	1L	10.125"	6.875"	12.125"	3.324"	3.324"	11.11"	FPO	0 70655 94730 2
SWEET & SOUR	1L	10.125"	6.875"	12.125"	3.324"	3.324"	11.11"	FPO	0 70655 91230 0
TROPICAL	1L	10.125"	6.875"	12.125"	3.324"	3.324"	11.235"	FPO	0 70655 00011 3
PEACH BELLINI	1L	10.125"	6.875"	12.125"	3.324"	3.324"	11.235"	FPO	0 70655 00011 3
TOM COLLINS	1L	FPO	FPO	FPO	FPO	FPO	FPO	FPO	0 70655 92380 1
WHISKEY SOUR	1L	10.125"	6.875"	12.125"	3.324"	3.324"	11.11"	FPO	0 70655 95030 2
MARGARITA	1.75L	13.25"	9.125"	12.188"	4.3"	4.3"	11.894"	FPO	0 70655 91007 8
PINA COLADA	1.75L	13.25"	9.125"	12.188"	4.3"	4.3"	11.894"	FPO	0 70655 91011 5
STRAW DAIQ MARG	1.75L	13.25"	9.125"	12.188"	4.3"	4.3"	11.894"	FPO	0 70655 91009 2
SWEET&SOUR	1.75L	13.25"	9.125"	12.188"	4.3"	4.3"	11.894"	FPO	0 70655 91005 4