



Life Well Mixed

**CRAFTED WITH PREMIUM INGREDIENTS
FOR PREMIUM FLAVOR**



LAUNCHING 2020



MR & MRS T IS CONVERTING IT'S PORTFOLIO TO BE CRAFTED WITH CANE SUGAR

Over 50%
of Mixer Consumers

would be willing to switch from their preferred
mixer brand to Mr & Mrs T with cane sugar¹



"TASTE GOOD"
Perceptions of Sugar vs HFCS
(Top 2 Box)²

81%

Sugar

37%

HFCS

19 UNIQUE ICONS DEVELOPED ACROSS MR & MRS T'S PORTFOLIO TO HIGHLIGHT PURCHASE-DRIVING PRODUCT QUALITIES ON BACK OF PACK



ChefsBest® is an independent judging organization for the
food industry dedicated to honoring America's best products
Mr & Mrs T Bloody Mary and Margarita portfolio received
the ChefsBest Excellence Award for 2020

**THE
DECIDING FACTOR
67%**

of consumers are more likely
to purchase an award winner³



The medallion is a trust mark
that guides consumers to
the highest quality products.

SOURCES

¹ KDP Mixers Claims Research Results, July 2019; n = 136

² KDP Sweeteners Tracker, Feb 2018

³ ChefsBest: uSamp, 500 online respondents, July 2014



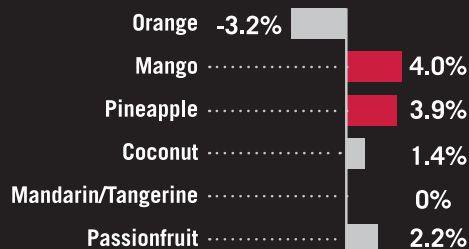
INTRODUCING MR & MRS T TROPICAL

A deliciously sweet, juicy mango flavor balanced with a sweet and sour taste. It's a smooth, versatile mixer for multiple liquors, including rum and tequila

49%

of mixer consumers offer multiple kinds of alcohol when hosting¹

Drink Flavor Trends ²



MR & MRS T MARGARITA OPTIMIZATION

CUSTOM CONSUMER RESEARCH INSPIRED REFORMULATION:

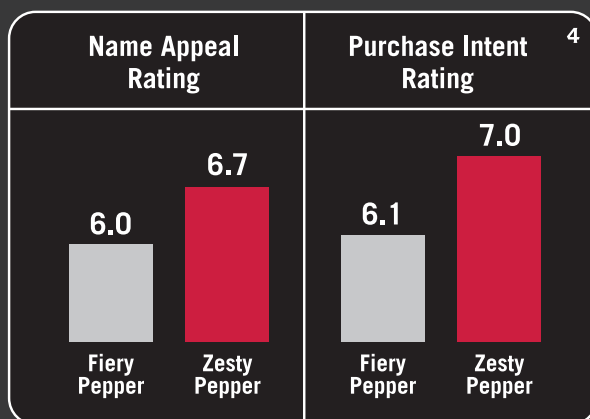
- ✓ Increased overall aroma and flavor impression
- ✓ More citrus/orange
- ✓ Slightly sweeter
- ✓ Slightly less sour
- ✓ More natural color



Mr & Mrs T Margarita received ChefsBest Excellence Award and judged superior to Jose Cuervo and Master of Mixes.³



MR & MRS T ZESTY PEPPER REPLACES FIERY PEPPER



Perception at shelf:
TOO HOT!!



PRODUCT DELIVERY:
NOT HOT ENOUGH

SOURCES

¹ Mintel, Alcoholic Beverage Drinking Occasions - US - March 2018

² Mintel GNDP, Drink Launches in USA, Tropical Flavors, CAGR 2014 - 2018

³ ChefsBest Judging Report - Margarita Category Tasting Review Q4 2019

⁴ KDP Insights Research - 2019 Bloody Mary Naming Test, (Scale of 1 - 10)



PRODUCT SPECIFICATIONS

PRODUCT SPECIFICATIONS				Individual Package						Case						Pallet										
				Quantity	Dimensions			Weight		Quantity	Dimensions			Weight		Quantity		Dimensions			Weight					
SKU	Selling Unit UPC	GTIN - 14	Description	Volume (ml)	Length (in)	Width (in)	Height (in)	Cube (in^3)	Net (lb)	Gross (lb)	Containers	Length (in)	Width (in)	Height (in)	Cube (ft^3)	Net (lb)	Gross (lb)	Cases / Tier	Cases / Pallet	Length (in)	Width (in)	Height (in)	Cube (ft^3)	Net (lb)	Gross (lb)	
10127978	070655901304	00070655000564	1L MMT BLDY MARY SUGR PET LS6	33.814	3.324	3.324	11.235	124.135	2.269	2.379	6	10.125	6.875	12.125	0.488	13.614	14.660	28	4	112	48.000	40.000	54.000	60.000	1524.768	1641.926
10127977	070655902301	00070655000557	1L MMT BOLD&SPICYBLDMARY SUGR PET LS6	33.814	3.324	3.324	11.235	124.135	2.277	2.387	6	10.125	6.875	12.125	0.488	13.662	14.709	28	4	112	48.000	40.000	54.000	60.000	1530.144	1647.407
10127974	070655904121	00070655000540	1L MMT PREM HORSEADBLDMARY SUGR PET LS6	33.814	3.324	3.324	11.235	124.135	2.285	2.395	6	10.125	6.875	12.125	0.488	13.710	14.755	28	4	112	48.000	40.000	54.000	60.000	1535.520	1652.592
10134825	070655000311	00070655000458	1L MMT ZESTY PEPPER BLDY MARY PET LS6	33.814	3.324	3.324	11.235	124.135	2.276	2.386	6	10.125	6.875	12.125	0.488	13.656	14.701	28	4	112	48.000	40.000	54.000	60.000	1529.472	1646.518
10127980	070655983309	00070655000519	1L MMT MARGARITA SUGR PET LS6	33.814	3.324	3.324	11.235	124.135	2.365	2.475	6	10.125	6.875	12.125	0.488	14.190	15.237	28	4	112	48.000	40.000	54.000	60.000	1589.280	1706.519
10127971	070655000281	00070655000588	1L MMT SKINY MARGARITA SUGR PET LS6	33.814	3.324	3.324	11.235	124.135	2.230	2.340	6	10.125	6.875	12.125	0.488	13.380	14.427	28	4	112	48.000	40.000	54.000	60.000	1498.560	1615.851
10127983	070655947302	00070655000496	1L MMT STRAW DAIQ MARG SUGR PET LS6	33.814	3.324	3.324	11.235	124.135	2.506	2.616	6	10.125	6.875	12.125	0.488	15.036	16.085	28	4	112	48.000	40.000	54.000	60.000	1684.032	1801.484
10127988	070655960301	00070655000502	1L MMT PINA COLADA SUGR PET LS6	33.814	3.324	3.324	11.235	124.135	2.487	2.597	6	10.125	6.875	12.125	0.488	14.922	15.971	28	4	112	48.000	40.000	54.000	60.000	1671.264	1788.743
10127992	070655912300	00070655000489	1L MMT SWEET & SOUR SUGR PET LS6	33.814	3.324	3.324	11.235	124.135	2.374	2.485	6	10.125	6.875	12.125	0.488	14.244	15.294	28	4	112	48.000	40.000	54.000	60.000	1595.328	1712.890
10127989	070655930304	00070655000571	1L MMT MAI TAI SUGR PET LS6	33.814	3.324	3.324	11.235	124.135	2.426	2.536	6	10.125	6.875	12.125	0.488	14.556	15.605	28	4	112	48.000	40.000	54.000	60.000	1630.272	1747.705
10127991	070655950302	00070655000465	1L MMT WHISKEY SOUR SUGR PET LS6	33.814	3.324	3.324	11.235	124.135	2.368	2.478	6	10.125	6.875	12.125	0.488	14.208	15.255	28	4	112	48.000	40.000	54.000	60.000	1591.296	1708.593
10127993	070655923801	00070655000472	1L MMT TOM COLLINS SUGR PET LS6	33.814	3.324	3.324	11.235	124.135	2.469	2.580	6	10.125	6.875	12.125	0.488	14.814	15.864	28	4	112	48.000	40.000	54.000	60.000	1659.168	1776.743
10127984	070655000595	00070655000601	1L MMT SANGRIA MIX SUGR PET LS6	33.814	3.324	3.324	11.235	124.135	2.333	2.444	6	10.125	6.875	12.125	0.488	13.998	15.048	28	4	112	48.000	40.000	54.000	60.000	1567.776	1685.334
10126968	070655000632	00070655000649	1L MMT TROPICAL SUGR PET LS6	33.814	3.324	3.324	11.235	124.135	2.329	2.439	6	10.125	6.875	12.125	0.488	13.974	15.019	28	4	112	48.000	40.000	54.000	60.000	1565.088	1682.074