



New Item Launch Deck

In Market April 2025

Take a BITE out of RTD + C-Store Growth

1) Wine-based RTDs and the C-Store channel are driving growth in wine

2) Younger, more diverse consumers seek high alc, high sweetness RTDs

3) MD 20/20 is the O.G. RTD brand delivering on 'sweet, convenient, cheap, fun, and gets the job done'

Getting in on this MAD Growth!



+10%

**Wine in C-Store
Channel¹**



65%

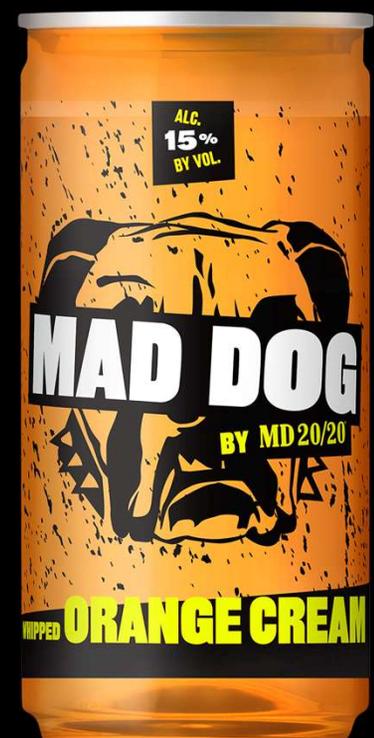
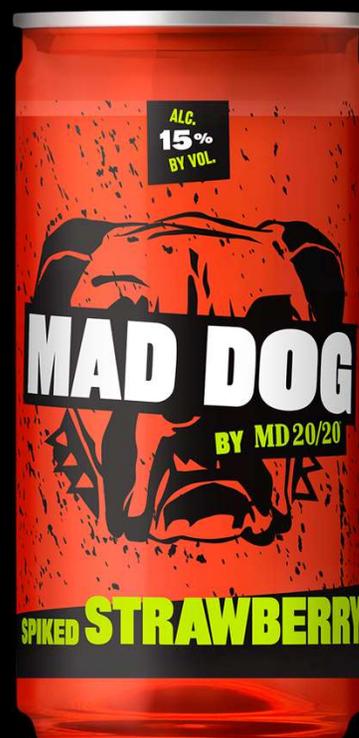
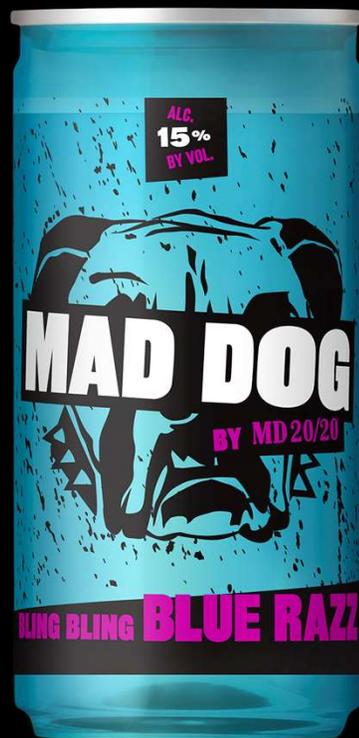
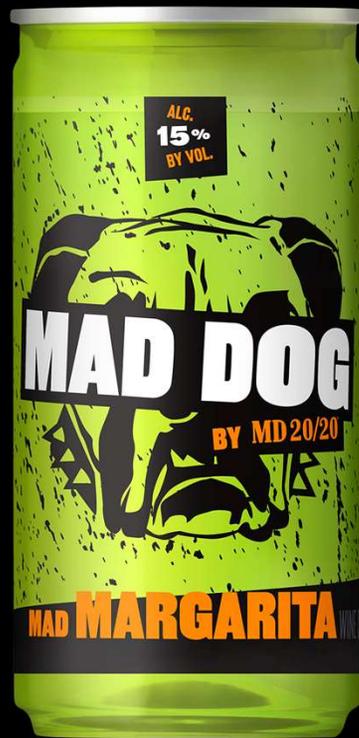
**Of Top 20 RTD's in
C-Store Channel are
Wine-based¹**



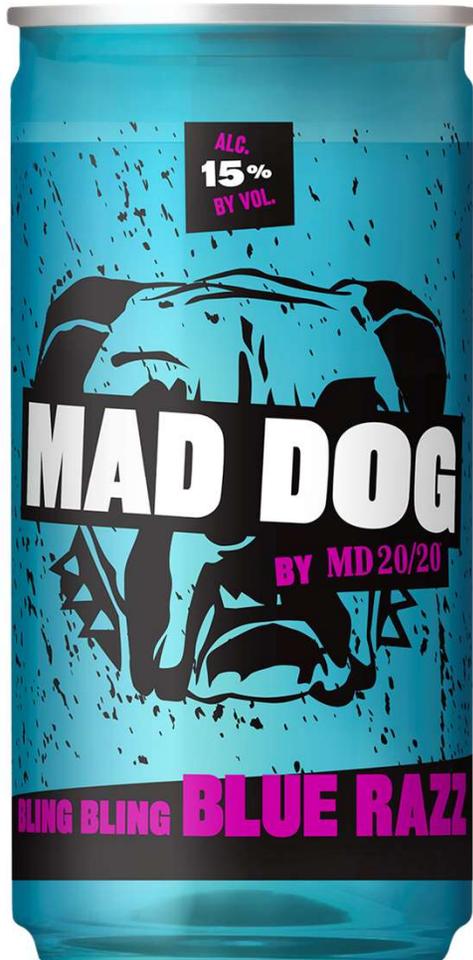
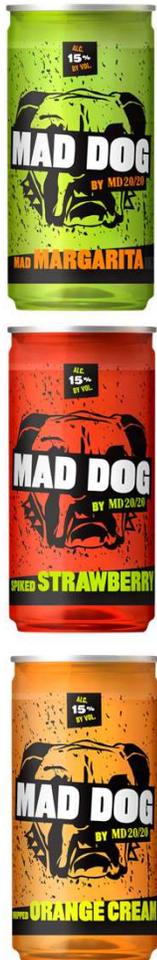
3x

**RTD Sales Growth
compared to Spirits
Category²**

NEW! MAD DOG by MD 20/20



MAD DOG by MD 20/20 200mL



LARGE CALL-OUT FOR HIGH ABV

- Younger more diverse consumers seek high alc

RIGHT PROPOSITION

- Opportunity to gain share of growing segment and channel with competitive size (200mL vs 187mL), pricing (SRP 2 for \$7), and PET format

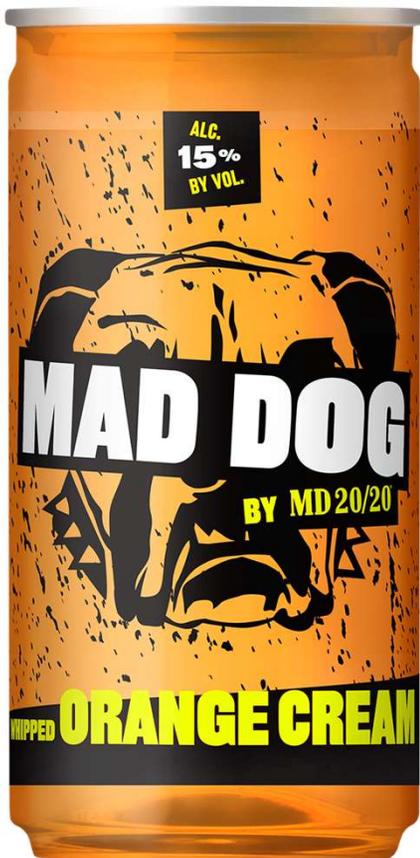
BRAND NAME EQUITY

- Leverage MD 20/20's longstanding nickname and ownable flavors as The OG of RTD's

FLAVOR FORWARD

- Delivers top selling & emerging flavors that appeal to younger LDA consumers (Bling Bling Blue Razz, Mad Margarita, Spiked Strawberry, Whipped Orange Cream)

The Right Format: 200mL PET



SINGLE SERVE PLASTIC CUP

- Plastic, transparent PET cup increases flavor cues by showcasing vibrant juice color
- Aluminum can pop-top, standard in soda cans, for familiar format and ease of opening
- Competitive Size: Higher volume at 200mL vs top competitors in segment are 187mL

SHIPPER

- 24-pack tray shippers (single SKU per shipper)



In Store & Digital Support Tools

IN STORE



SUCTION CUP INSERT
17" L x 4.5" W x 2.5" H



SHELF TALKER
3" L x 4.25" H

COLD BOX
WINDOW CLING
2" L x 4" H



COUNTER GRAVITY FEED RACK
Dimensions: 10" w x 7" d x 17.5" h



HUTCH
3 units wide x 3 units deep x 5
shelves high = 45 unit capacity
Dimensions: 7" w x 7.5" d x 37.3" h

DIGITAL



WEBSITE
Integrated on current MD 20/20 site



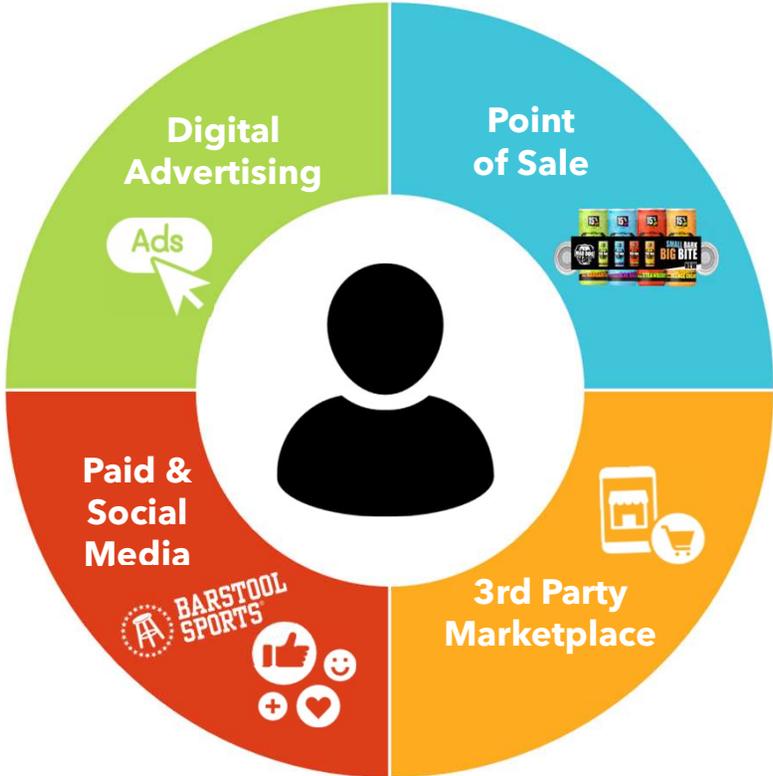
E COMMERCE

ALL IMAGES FPO

Omnichannel Strategy

DIGITAL ADS

Targeted digital advertising campaign to drive awareness and trial



POINT OF SALE

Small format channel specific POS for C-Stores and independents

PAID & SOCIAL MEDIA/ INFLUENCERS

Social media influencers and MD 20/20 brand ambassadors to drive buzz

3RD PARTY MARKET PLACE

Shoppable banner ads and PDPs to drive trial and purchase

Merchandising Standards: 'Match Merchandising'

Match Competitive Points Of Visibility

PERMANENT PLACEMENT

1) Cold Box

Adjacent to Buzzballz



2) On Shelf

Adjacent to Buzzballz



On door in suction cup insert



INCREMENTAL PROMOTION

3) Display

Hutch



4) Counter

Counter Gravity Feed



FAQs: MAD DOG by MD 20/20

TALKING POINTS ONLY; DO NOT INCLUDE IN PITCH DECKS

- **What is the distribution prioritization by SKU?**
 - Goal is to gain distribution for all 4 SKUs.
 - If limited opportunity to gain distribution on all 4 SKUs, the priority order is:
 - 1. Bling Bling Blue Razz:** differentiated flavor in RTD segment; ownable, signature flavor to MD 20/20, strong equity with Blue Raspberry as the #2 flavor in MD 20/20 base brand
 - 2. Mad Margarita:** top flavor in RTD segment
 - 3. Whipped Orange Cream:** differentiated flavor in RTD segment; emerging flavor in alcbev; ownable flavor to MD 20/20, strong equity with Orange Jubilee as the #3 flavor in MD 20/20 base brand
 - 4. Spiked Strawberry:** top flavor in competitive set and RTD segment
- **Can MAD DOG by MD 20/20 be sold in all states?**
 - Yes! Mad Dog by MD 20/20 can be sold in all states.
- **What is the packaging format of MAD DOG by MD 20/20?**
 - MAD DOG by MD 20/20 is a 200mL PET format with an aluminum pop top. It is a plastic, transparent cup so consumers will be able to see the vibrant juice color for ultimate flavor appeal. The aluminum pop top lid is the standard lid familiar to consumers used on other beverages including soda, beer, and hard seltzer.
- **What is the shelf life of MAD DOG by MD 20/20 200ml?**
 - Currently, the shelf life is 9 months but could change as testing continues.
- **Branding Guidance:**
 - **Always capitalize MAD DOG**
 - **Always refer to the brand as 'MAD DOG by MD 20/20' - not just stand alone Mad Dog**



Appendix



MAD DOG by MD 20/20 New Item Sheet

BLING BLING BLUE RAZZ, MAD MARGARITA, WHIPPED ORANGE GREAM, SPIKED STRAWBERRY

**15%
ABV**

Suggested Retail Price: 2 for \$7 (line priced with competition)

Timing: In-Market April 1, 2025

Scan for brand assets & more



Product Attributes:

- 200mL PET format
- Sweet Taste. Full Flavor. BIG BARK. HARD BITE. Enjoy Chilled.

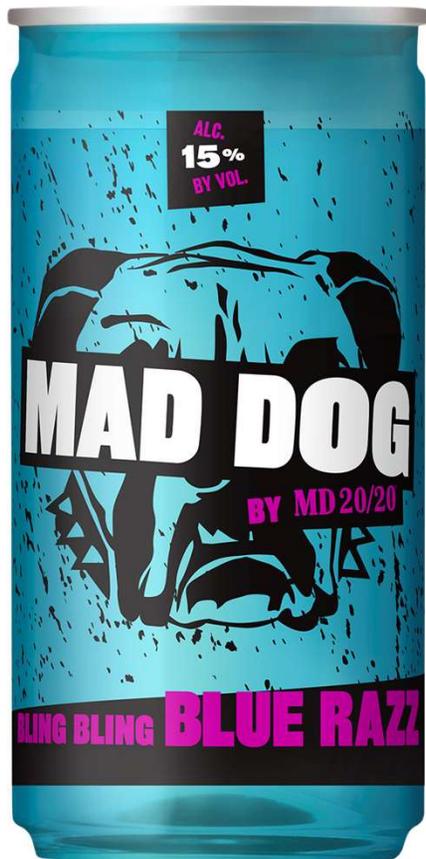
Sourcing: American blend **ABV:** 15%



Mad Margarita	Bling Bling Blue Razz	Spiked Strawberry	Whipped Orange Cream
UPC: 0 85904 01558 9	UPC: 0 85904 01560 2	UPC: 0 85904 01559 6	UPC: 0 85904 01561 9
0 85904 01558 9	0 85904 01560 2	0 85904 01559 6	0 85904 01561 9
SCC: 10085904015586	SCC: 10085904015609	SCC: 10085904015593	SCC: 10085904015616
1 00 85904 01558 6	1 00 85904 01560 9	1 00 85904 01559 3	1 00 85904 01561 6

Size	Unit Dimensions		Case Dimensions (24pk)			Case Units		
	Diameter	Height	Length	Width	Height	Weight	Tier	Shipping
200mL	2.08"	4.3"	13.19"	9"	4.3"	12.5lbs	16	176

MAD DOG by MD 20/20 Bling Bling Blue Razz New Item Sheet



BLING BLING BLUE RAZZ

Suggested Retail Price: 2 for \$7 (line priced with competition)

Timing: In-Market April 1, 2025

Product Attributes:

- 200mL PET format
- Sweet Taste. Full Flavor. BIG BARK. HARD BITE. Enjoy Chilled.

15% ABV

Sourcing: American blend **ABV:** 15%

UPC: 0 85904 01560 2 **SCC:** 10085904015609



Size	Unit Dimensions		Case Dimensions (24pk)			Case Units		
	Diameter	Height	Length	Width	Height	Weight	Tier	Shipping
200mL	2.08"	4.3"	13.19"	9"	4.3"	12.5lbs	16	176

UPC Code



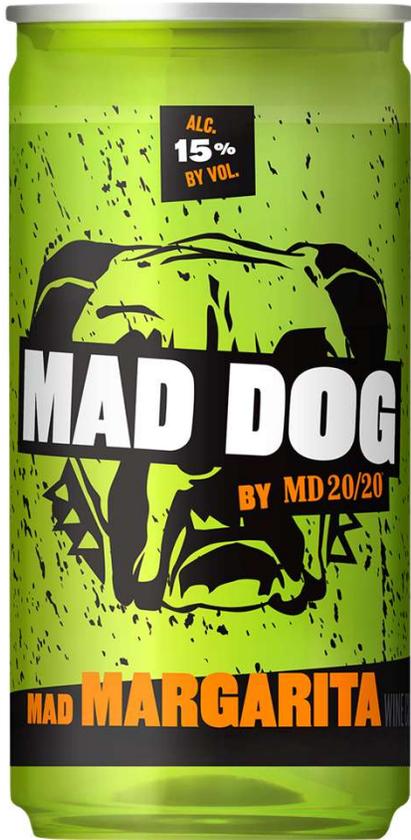
SCC Code



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MAD DOG by MD 20/20 Mad Margarita New Item Sheet



MAD MARGARITA

Suggested Retail Price: 2 for \$7 (line priced with competition)

Timing: In-Market April 1, 2025

Product Attributes:

- 200mL PET format
- Sweet Taste. Full Flavor. BIG BARK. HARD BITE. Enjoy Chilled.

15% ABV

Sourcing: American blend **ABV:** 15%

UPC: 0 85904 01558 9 **SCC:** 10085904015586



Size	Unit Dimensions		Case Dimensions (24pk)			Case Units		
	Diameter	Height	Length	Width	Height	Weight	Tier	Shipping
200mL	2.08"	4.3"	13.19"	9"	4.3"	12.5lbs	16	176

UPC Code



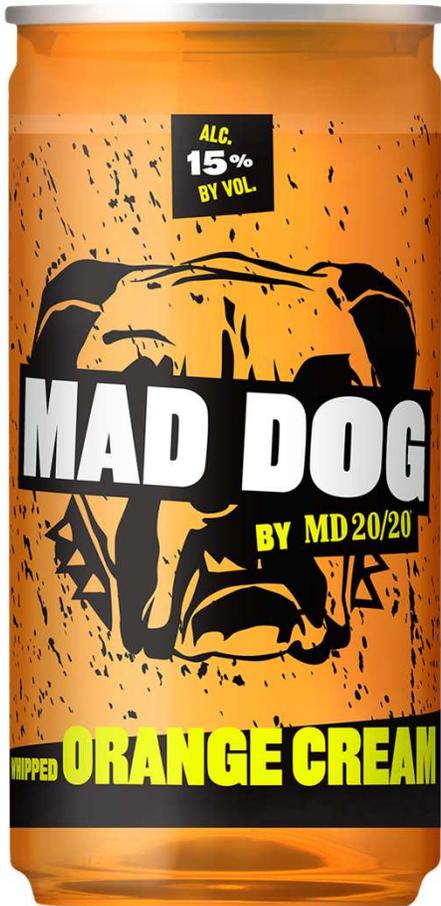
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MAD DOG by MD 20/20 Whipped Orange Cream New Item Sheet



WHIPPED ORANGE CREAM

Suggested Retail Price: 2 for \$7 (line priced with competition)

Timing: In-Market April 1, 2025

Product Attributes:

- 200mL PET format
- Sweet Taste. Full Flavor. BIG BARK. HARD BITE. Enjoy Chilled.

15% ABV

Sourcing: American blend **ABV:** 15%

UPC: 0 85904 01561 9 **SCC:** 10085904015616



Size	Unit Dimensions		Case Dimensions (24pk)			Case Units		
	Diameter	Height	Length	Width	Height	Weight	Tier	Shipping
200mL	2.08"	4.3"	12.87"	8.87"	4.3"	12.5lbs	16	176

UPC Code



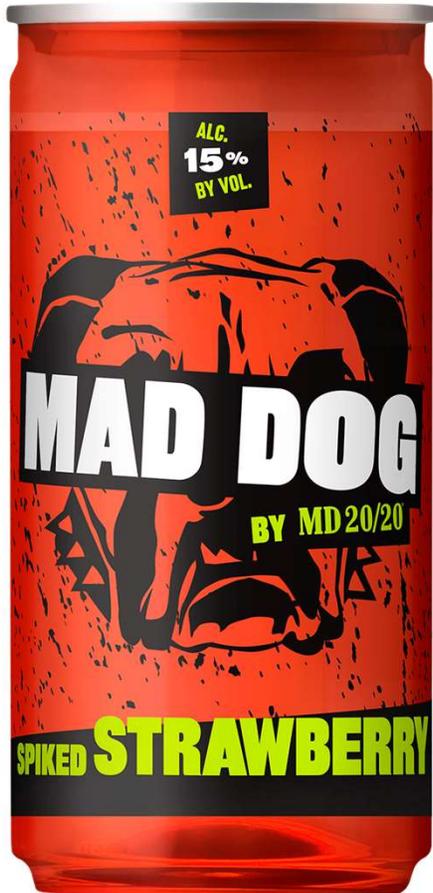
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MAD DOG by MD 20/20 Spiked Strawberry New Item Sheet



SPIKED STRAWBERRY

Suggested Retail Price: 2 for \$7 (line priced with competition)

Timing: In-Market April 1, 2025

Product Attributes:

- 200mL PET format
- Sweet Taste. Full Flavor. BIG BARK. HARD BITE. Enjoy Chilled.

15% ABV

Sourcing: American blend **ABV:** 15%

UPC: 0 85904 01559 6 **SCC:** 10085904015593



Size	Unit Dimensions		Case Dimensions (24pk)			Case Units		
	Diameter	Height	Length	Width	Height	Weight	Tier	Shipping
200mL	2.08"	4.3"	13.19"	9"	4.3"	12.5lbs	16	176

UPC Code



SCC Code



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