



SMIRNOFF[®]

ICE[™]

DID YOU KNOW...

CONVENIENCE IS
KING FOR GENZ

GENZ LDA IS
BOOMING

1 in 3 GENZ LDA
DRINKS RTDs
Globally

SMIRNOFF
ICE

RTD'S ARE ON FIRE!!!



GROWING CATEGORY



101 OT worth \$43.3m
+7.3% v LY



No.1 RTD IN OT



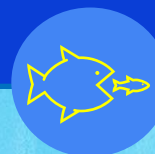
One in every Three RTDs in a
Smirnoff Ice



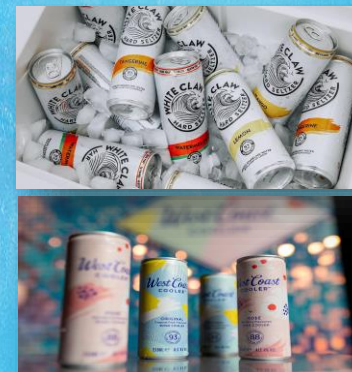
BOTTLE FORMAT IS KEY



Bottle is the prominent
format. WCC & White
Claw in Can but losing
share



KEY PLAYERS



WKD, West Coast
Cooler, Vardy's, Bacardi
and White Claw

THIS YEAR, WE ARE REAWAKENING A LEGEND!

1

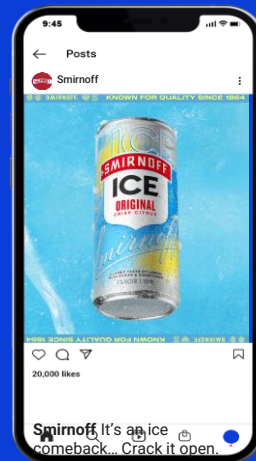
C&E Launch Event



ICE Block Party hosted in Dublin inviting selected media/brand partners and trade customers.

2

Full TTL Media Campaign



\$220k Media Budget (H2 F25) with emphasis on Digital

3

3rd Space Activation



ICE to be presented at all 3rd Space/Music Events throughout Summer F25/F26

4

On Trade



Renewed Distribution Focus & 365 Essentials/Visibility

5

Take Home Trade



Renewed Distribution Focus, Chilled Availability, WOW Displays, Customer Exclusives

SMIRNOFF
ICE



OUR **NEW** ON TRADE BOTTLE

Smirnoff Ice 275ml Bottle

- Vodka mixed drink.
- Triple filtered.
- Made with Smirnoff Vodka with the classic taste of lemon.
- 4% ABV



**COMING
IN APRIL
2025!**



ROI -NEXT STEPS...

Smirnoff Ice 275ml Bottle

- ✓ Venues to order 3 cases of SMF Ice and receive 1 case free from the Wholesaler
- ✓ KAEs to do a transfer order on EDGE and use caption "SMF Ice dealer loader" in the comments
- ✓ Wholesaler will deliver the free case to the outlet (ROI)
- ✓ KAE to book outlet on Experience This for tracking
- ✓ Period of Sell-in: 03 Feb to 31 March
- ✓ KAE to conduct a TRAX audit when stock arrives



NI - NEXT STEPS...

Smirnoff Ice 275ml Bottle

- ✓ Venues to order 3 cases of SMF Ice and receive 1 case free from the Wholesaler
- ✓ KAEs to do a transfer order on EDGE and use caption "SMF Ice dealer loader" in the comments
- ✓ Tradewins will deliver the free case to the outlet
- ✓ KAE to book outlet on Experience This for tracking
- ✓ Period of Sell-in: 03 Feb to 31 March
- ✓ KAE to conduct a TRAX audit when stock arrives



AVAILABLE AT THESE WHOLESALERS!

- *€35 selling price ROI
 - *£25 selling price NI

WHOLESALER	MARKET
AFT	NI
Anjo Wines	NI
Anzac	NI
Drinks Inc	NI
Drinksology	NI
Russells - PRL	NI
Agent John J Galvin & Son Ltd	ROI
Barry Group Mallow	ROI
Better Deal Navan	ROI
BUNCRANA BOTTLING CO (BEER)	ROI
Classic Drinks	ROI
Clifford's Cash & Carry	ROI
Comans Beverage Cork	ROI
Elliotts Cash & Carry	ROI
G.H. LETT & CO	ROI
Gleesons C&C Cork	ROI
H Murphy & Co Ltd	ROI
J Kelly Donegal	ROI
J&C Kenny	ROI
J.J. MAHON & SONS	ROI
Monaghan Bottlers	ROI
Musgrave Wholesale	ROI
Tullys	ROI
Value Centre	ROI



*NB: The prices shown are guidelines and Diageo do not determine selling prices to wholesalers or outlets

SMICE COMMERCIAL RATIONALE

ROI – Euro €	
RRP per case	RSP bottle
€35	€5.70
Cash Margin	GM %
€4.25	75%



NB: The prices shown are guidelines and Diageo do not determine selling prices to wholesalers or outlets

SMICE COMMERCIAL RATIONALE

NI – GBP £	
RRP per case	Price per bottle
£25	£5
Cash Margin	GM %
£3.96	79%



NB: The prices shown are guidelines and Diageo do not determine selling prices to wholesalers or outlets

IN SUMMARY...

**RTD'S ARE
ON FIRE!!!**

**AVAILABLE TO
ORDER AT
WHOLESALE**

**KAE TO INPUT
A TRANSFER
ORDER: Buy 3
and Receive 1
FREE!**

SMIRNOFF
ICE

