



**SMIRNOFF**<sup>®</sup>

**ICE**<sup>™</sup>



# 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



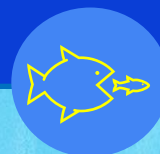
One in every Three RTDs in a  
Smirnoff Ice



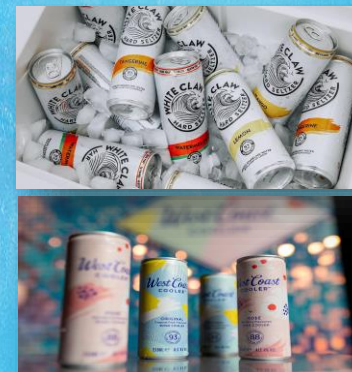
## BOTTLE FORMAT IS KEY



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

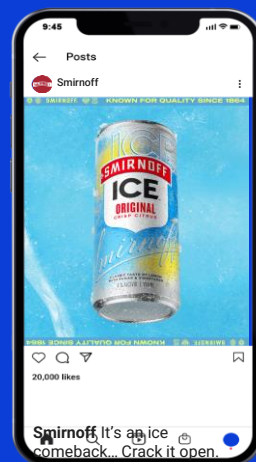
## C&E Launch Event



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

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# 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**

