

SEAGRAM'S IS PRIMED FOR GROWTH IN 2022 WITH AN ELEVATED GINGER ALE PROPOSITION

refreshing, crisp taste and bolder ginger spice

**SEAGRAM'S NEW
GINGER ALE
FORMULA
OUTPERFORMS
CURRENT AND
COMPETITORS**



Source: Seagram's Ginger Ale CLT Report, June 2021

- #1** in Purchase Intent
- #1** in Meets Expectations
- #1** with AA and HA consumers (highest indexing demos in the Ginger Ale segment)

Note: Reformulated Seagram's Ginger Ale was tested against current in-market product and Canada Dry and Schweppes.

Classified - Confidential



All Images are FPO

**2022:
NEW VIS!**

SAP CODE	Pkg
146206	2.5-gal BIB

