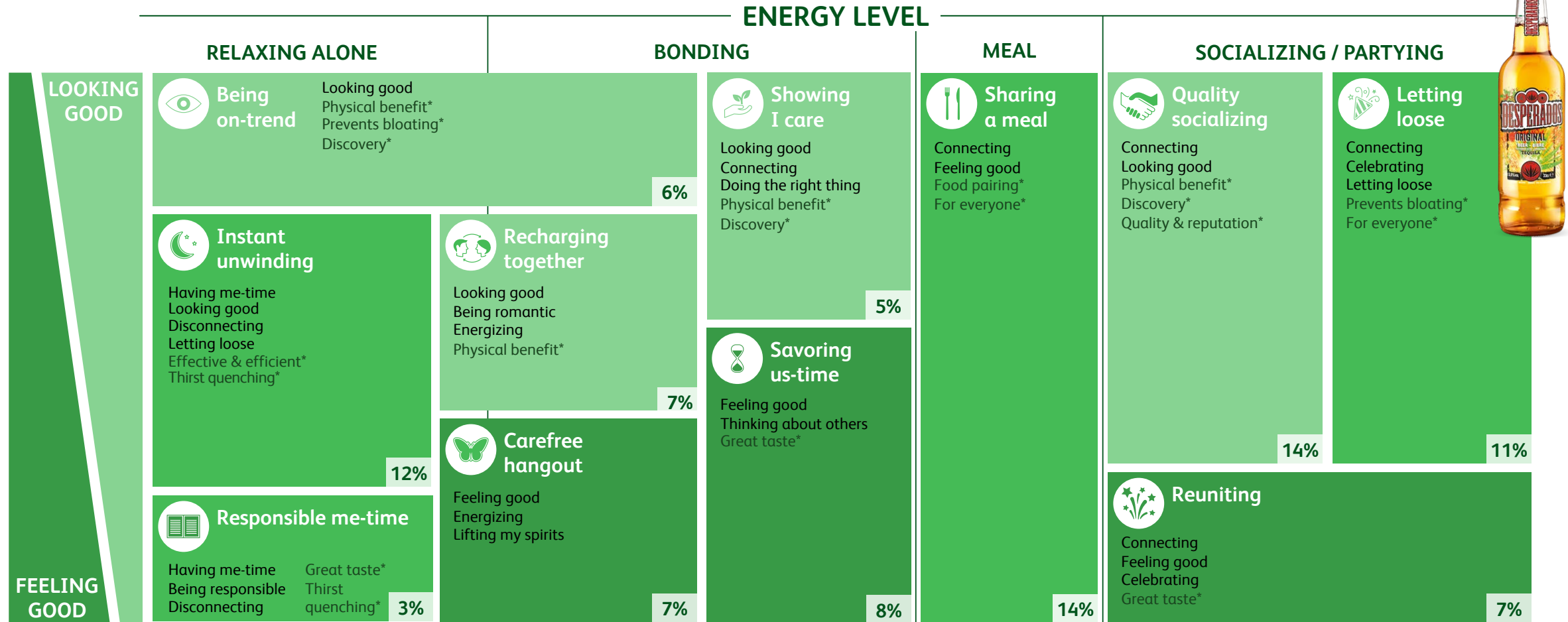


# GLOBAL DEMAND SPACES MAP

## DESPERADOS in Letting Loose space



Aa Emotional need    Aa Functional need\*    % Sales value (%)<sup>1</sup>

Note: 93% of weighted value allocated to global demand spaces, 7% to local context; key needs selected based on volume weighted average need score

1. Sales value (%) based on volume weighted average of value underlying local spaces



# Letting loose

## Main characteristics



## Consumers partying with friends



Winning propositions are **easy-to-drink**, with **fruity & light taste** profiles (e.g. RTD's)

### Needs (why)

#### Emotional

Connecting  
Celebrating  
Letting loose

#### Functional

**Prevents bloating\***  
**For everyone (appeals to everyone)\***

### Demographics (who)

Gender	Male (50%)	Female (49%)
Age	≤34 (75%)	35-54 (24%)



Demand space size<sup>1</sup> **11%**

I'm socializing and partying with a group of friends.



When partying with friends I just want to **let loose** and don't think of anything else



I want something that I can **drink a lot of without feeling bloated** during the party.



I want to have fun & celebrate

# Example occasions illustrating Letting loose



**Who** 30-year-old-male

**Occasion** Celebrating my best friend's birthday at the bar on Friday evening

**Consideration** *When I am celebrating my best friend's birthday, I really want to have a good time and share memories with them. I prefer drinks that are not too expensive and can be shared*



25-year-old female

Going out to the club with a group of friends on Saturday night

*All I want is just to let loose and forget about everything. I often get the same drinks for everyone, which is the most convenient when we are in the club*



22-year-old male

Socializing at home with three friends on Thursday night

*Every weekday night when I am with friends, we sit on the couch and drink, talk and play some games. During those moments I want something that can be shared, and is not harmful for my physical health*



28-year-old female

Going to the bar with friends on Saturday night

*When I am partying with my friends in the bar, we really want to have fun and dance. I want something I can keep drinking all night, but doesn't make me bloat*



# Lead *Letting loose* with Desperados

Own demand space with intentional investment in Desperados and extending portfolio into unmet needs

Drive meaningful differentiation  
**DESPERADOS** & deliver on key needs:

- ✓ Connecting with others
- ✓ Remembering & Celebrating
- ✓ Letting Loose
- ✓ For Everyone
- ✓ Prevents bloating with ASW

## How to deliver against needs with **DESPERADOS**



1. **POSITIONING:** build on high energy party roots and dial up Celebration & Connection, with campaign that “invites our tribe to taste the unexpected”
2. **INNOVATION:** drive incremental growth by fulfilling functional needs:
  - For everyone:
    - Expand **Virgin 0.0%**; mood modifiers and flavors
    - Refresh **ABV extensions**; new flavors and more sessionable recipes
    - Explore **RTD's**; for easy taste and mixer occasions
  - Prevent bloating; launch ASW to drive seltzer benefits
3. **DISTRIBUTION:** unlock On-Trade to drive Brand Presence and Brand Power

To fully unlock Letting Loose potential we need to launch **DESPERADOS** in more markets and boost where it is present

# Innovation to fulfill *Letting loose* needs with **DESPERADOS**

**PREVENT BLOATING** with introduction of **ALCOHOLIC SPARKLING WATER**



## NETHERLANDS 2022

- Lime in 2022 with 8 kHL
- 90% distribution in AH & Jumbo
- 25% of total DSP media
- Flavor expansion in 2023

## France 2023

- Launching 3 flavors



**FOR EVERYONE** with development of **VIRGIN WITH A KICK**

Letting loose 

**BUZZ WITHOUT THE BOOSE**



**WIP**

 DESPERADOS virgin line extensions, Nootropics/Adaptogens CBD/THC

