

COINTREAU

CHANGES EVERYTHING



NEW BOTTLE FEB 2023

FOR MORE DETAILS, PLEASE CONTACT THE TRADE MARKETING OR BRAND TEAM

NEW DESIGN, SAME DELICIOUS COINTREAU



- ✓ Oranges depicted on label as a tribute to nature and terroirs.
- ✓ Raised renderings of stained-glass windows at Angers distillery on side of pack to honor the Maison's history & improving overall grip.
- ✓ Textured copper embossed cap inspired by the skin of an orange, providing better grip.
- ✓ QR code on 750ml & 1L back of pack, directing clients/the trade to Cointreau cocktail recipes.
- ✓ Four millimeters taller to facilitate better grip.
- ✓ Made from two-thirds recycled glass.



KEY SELLING FACTS

- Cointreau is outpacing total Cordials growth 10x¹
- Margarita is the #1 cocktail in the US year round²
- Cointreau is the #1 branded spirit in The Margarita & The Cosmopolitan³
- Cointreau delivers higher basket ring

Source: 1. Nielsen IQ W/E 12 Nov 2022, 2. CGA BeverageTrak Data to Nov 6 2021, 3. Technomic top 500 chains, Q1 2021-Q1 2022,

PRODUCT CODES & SHIPPING

375ML & 1L ALREADY SHIPPING. MAJORITY OF SIZES EXPECTED TO BE ON SHELF BY MID FEB 2023.

SIZE	UNITS/ CASE	UPC	SCC	NABCA	SHIPPING DATE*
50ML	120	087236565305	10087236565746	450-64771-05	DI: FEB 2023 WH: MARCH 2023
375ML	24	087236565206	10087236565753	450-64774-37	DI: NOV 2022 WH: TBC (~Q4)
750ML	12	087236565107	10087236565760	450-64776-75	DI: DEC 2022 WH: MARCH 2023
1L	6	087236565008	10087236565777	450-64777-10	DI: NOV 2022 WH: DEC 2022
1.75L	6	087236565558	10087236565784	450-64778-17	DI: APRIL 2023 WH: APRIL 2023

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*Shipping Date based on latest forecast per Ops Update November 22, 2022

THE ICONIC ORANGE LIQUEUR

COINTREAU DELIGHTS ALL THE SENSES AND ELEVATES OVER 500 COCKTAILS



The Original Margarita

1 OZ COINTREAU
2 OZ BLANCO TEQUILA
1 OZ FRESH LIME JUICE



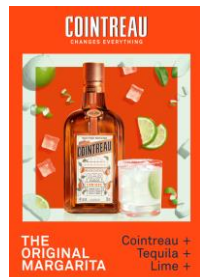
The Cosmopolitan

1 OZ COINTREAU
2 OZ VODKA
1 OZ CRANBERRY JUICE
1 OZ FRESH LIME JUICE



NEW 'COINTREAU CHANGES EVERYTHING' CAMPAIGN & POS SUITE

Cointreau Changes Everything launch includes a range of video assets focused on driving Awareness & Consideration. Reaching millions of consumers across a range of digital touchpoints (CTV, YouTube, Social) and standout POS suite.



Off & On Premise POS:

- 3-case & dual case bins
- End caps
- Shelf talkers & Recipe Cards
- Posters
- Pull up banners

BRAND OBJECTIVES & ASSETS

Drive Awareness

- New Comms Platform "Cointreau Changes Everything" & Quarterly Programming
- Continued media investment & High-Impact Partnerships

Fuel PODs & Visibility in Off-Prem & E-Comm

- Expansive Co-merch programs with Premium Tequila & Vodka Partners
- Increased Display Execution
- Close Distribution Gaps on all core sizes

On Premise Expansion

- Drive menu listings & advocacy
- Expand Distribution beyond Margarita Factories
- Drive Visibility and Velocity with chain accounts

ASSETS & PACK SHOTS
LINKED HERE