



# Cocktail Mixer Beverage Solutions



## Real Fruit, Ripe Flavor & Clean Label.

### Product Attributes:



Frozen



No Artificial Colors



Gluten-Free



No Artificial Flavors



Kosher



No Preservatives



No HFCS

### Where craveable cocktails begin.

What doesn't go into our frozen Tropics Mixology cocktail mixers matters every bit as much as what does. No artificial colors or flavors. No preservatives and no HFCS. Just all-natural ingredients sourced from the world's best-growing regions.

You can count on Tropics Mixology because it's made with real fruit and it's clean label – always has been. That's the Tropics difference.



### Signature & craft beverages drive sales.

Capture interest from consumers looking to trade-up from what they typically drink at home by using fresh herbs and seasonal garnishes or creative builds to cocktail classics. <sup>1†</sup>



## Mixers made with better ingredients make better drinks.

For over 30 years, our high-performance, low-separation mixers have inspired the most discerning drink artists. You can count on Tropics Mixology for authentically flavored cocktails, mocktails and more.

Tropics helps partners delight customers and promote word of mouth that results in repeat business.



### There's nothing artificial about Tropics mixers.

Our craveable flavor comes from real fruit and lots of it. We wouldn't have it any other way. Neither should your customers.





MFR #	Pack Size	Product Description	Storage	Yield (oz)	Gross Case Weight (lbs)	Case Cube (ft <sup>3</sup> )	Fortified <sup>†</sup>	No Fat	Kosher
60067	12-32 oz Frozen Carton	Banana	Frozen, unopened	384	30	0.62	C	●	●
60081	12-32 oz Frozen Carton	Cappuccino	Frozen, unopened	384	30	0.62			●
60076	12-32 oz Frozen Carton	Cherry Berry (Rum Runner)	Frozen, unopened	384	30	0.62		●	●
60358	12-32 oz Frozen Carton	Classic Piña Colada	Frozen, unopened	384	32	0.62			●
60068	12-32 oz Frozen Carton	Ice Cream Mix	Frozen, unopened	384	30	0.62			●
60078	12-32 oz Frozen Carton	Lemon Ice	Frozen, unopened	384	30	0.62		●	●
60077	12-32 oz Frozen Carton	Mango	Frozen, unopened	384	30	0.62		●	●
60069	12-32 oz Frozen Carton	Margarita	Frozen, unopened	384	30	0.62		●	●
60070	12-32 oz Frozen Carton	Mojito	Frozen, unopened	384	30	0.62		●	●
60082	12-32 oz Frozen Carton	Nonfat Yogurt	Frozen, unopened	384	30	0.62			●
60074	12-32 oz Frozen Carton	Orange Pineapple	Frozen, unopened	384	30	0.62		●	●
60079	12-32 oz Frozen Carton	Passion Fruit	Frozen, unopened	384	30	0.62		●	●
60071	12-32 oz Frozen Carton	Peach	Frozen, unopened	384	30	0.62	C	●	●
60072	12-32 oz Frozen Carton	Piña Colada	Frozen, unopened	384	30	0.62			●
60083	12-32 oz Frozen Carton	Pink Guava	Frozen, unopened	384	30	0.62		●	●
60066	4-32 oz Frozen Carton	Pomegranate	Frozen, unopened	128	10	0.24		●	●
60075	12-32 oz Frozen Carton	Raspberry	Frozen, unopened	384	30	0.62		●	●
60578	12-32 oz Frozen Carton	Sour	Frozen, unopened	384	32	0.62	C	●	●
60073	12-32 oz Frozen Carton	Strawberry	Frozen, unopened	384	30	0.62	C	●	●
60579	12-32 oz Frozen Carton	Watermelon	Frozen, unopened	384	32	0.62		●	●
60080	12-32 oz Frozen Carton	Wildberry Açai	Frozen, unopened	384	30	0.61		●	●



<sup>†</sup> Fortified Abbreviations: C = Vitamin C Added



## Benefits Beyond Refreshment

- High-performance, low-separation formulations
- Made with real fruit for authentic flavor
- Clean label – no artificial colors, no artificial flavors and no HFCS
- Frozen, preservative-free products
- Maximized shelf life of 2 years frozen or 30 days refrigerated when unopened; 15 days refrigerated in original carton after opening
- Kosher certified

## Trends & Insights<sup>†</sup>

- Margaritas are the most popular cocktail, followed by martinis then bloody marys<sup>1</sup>
- Moscow mules, whiskey sours and old fashioned are the fastest growing cocktails on menus<sup>1</sup>
- Sweet, indulgent cocktails take the lead in consumer interest and so do those that boast healthy ingredients<sup>1</sup>
- Classic cocktails, such as whiskey sours and manhattans, are becoming popular again<sup>1</sup>
- Spicy flavors are moving over to cocktails – try using a mezcal to add an element of smoky flavor that's right on trend<sup>1</sup>
- Consumers rate flavor and nutrition as the two most important mixer attributes<sup>2</sup>
- One quarter of consumers prioritize better-for-you mixers, like those free of artificial colors, flavors and sweeteners<sup>2</sup>



<sup>†</sup> Source: <sup>1</sup>Datassential 2017, Alcoholic Beverages; <sup>2</sup>Technomic 2016, On-Premise Bar Mixer Report, *n* = 1,000 U.S. consumers ages 21 and up

**We're more than top-shelf mixers. Tropics offers partners the freshest business-building resources, like...**

- Recipe inspiration
- Behind-the-bar resources
- Promotional tools
- Equipment & service support