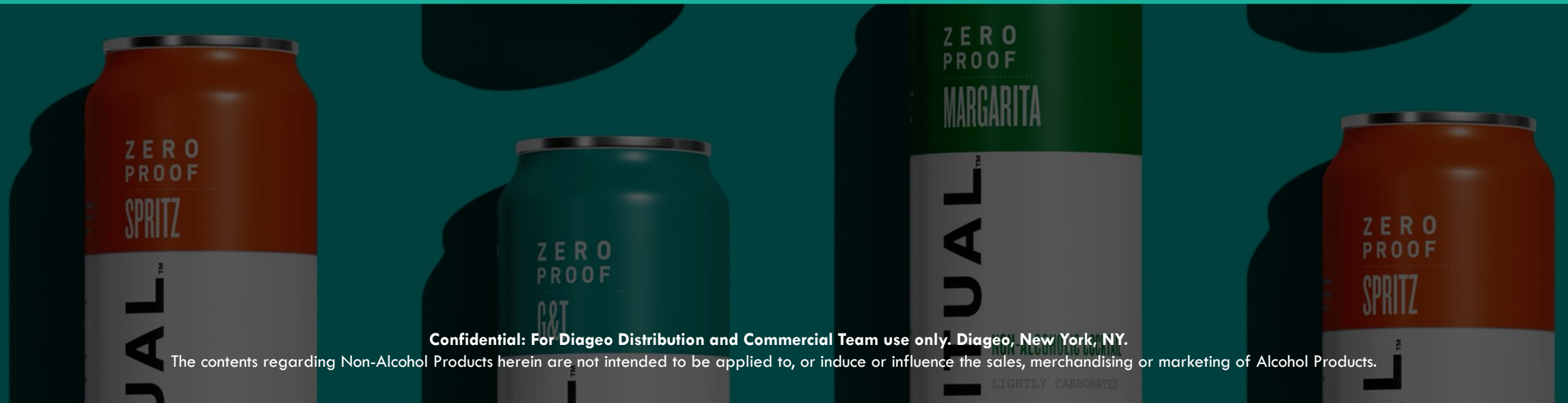


RITUAL ZERO PROOF

READY TO DRINK NON-ALCOHOLIC COCKTAILS



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RTDS ARE
THE GROWTH
ENGINE IN
NON-ALC

\$5 BILLION

Projected value of the non-alc
category by the end of 2028¹

**92% OF
GROWTH**

In the segment is
attributed to RTDs²

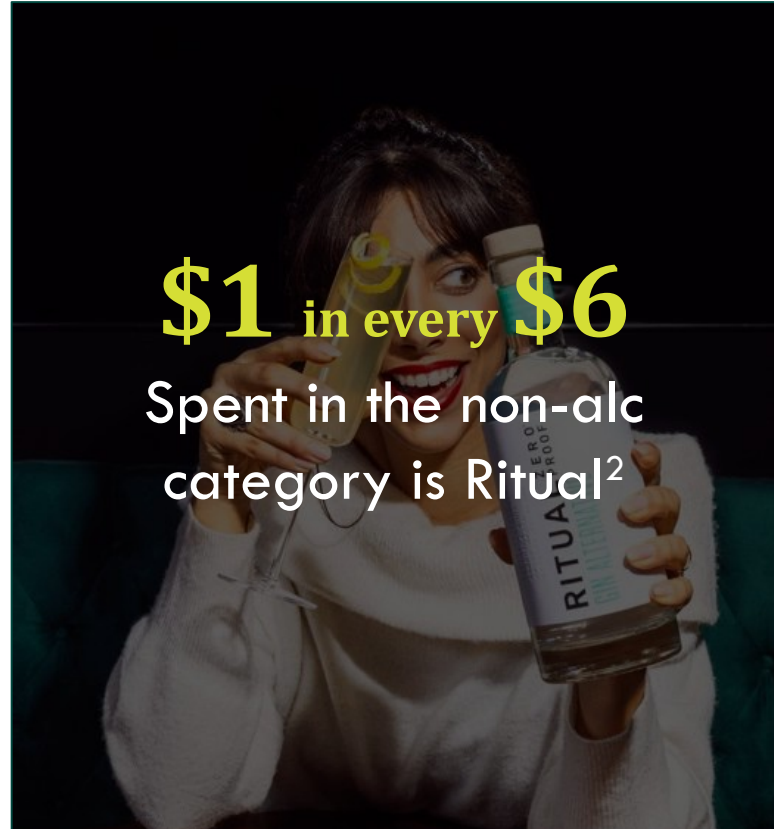


1. IWSR, <https://www.theiwsr.com/insight/key-statistics-and-trends-for-the-us-no-alcohol-market/>; 2. NIQ L52 w/e 10/25/25 Census xAOC + Liquor + C Store + Military.

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RITUAL IS THE CATEGORY CAPTAIN IN NON-ALC SPIRITS



1. Nielsen Total US Census xAOC + Liquor + C Store + Military L52wks w/e 10/25/25; 2. Nielsen Total US xAOC + Liquor + C Store + Military LTM through 10/4/25

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NON-ALC RTDS ARE MISSING AN ANCHOR

RITUAL SPIRITS HAVE BUILT THE NA CATEGORY BY BECOMING...

A brand
shoppers
recognize

A product
that removes
the guesswork

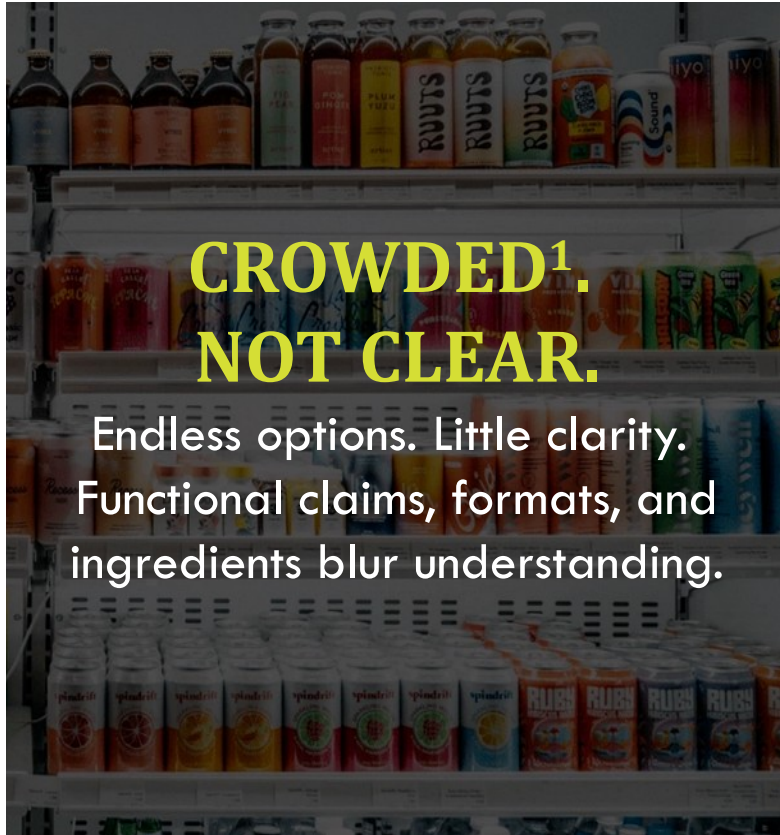
A leader
that sets
the standard



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WHERE TODAY'S RTDs FALL SHORT



CROWDED¹. NOT CLEAR.

Endless options. Little clarity.
Functional claims, formats, and
ingredients blur understanding.



TASTE DOESN'T LAND.

Too many products, no real
cocktail experience.
Consumers want great taste and
complexity.



HARD TO FIND¹. EASY TO MISS.

Awareness is still uneven —
no clear go-to.
Shoppers can't buy what they
don't see or understand.

1. IWSR No/Low-alcohol Strategic Study 2025 – United States



WHY RITUAL RTDs WIN!

SIMPLICITY WINS.

Classic Cocktails, Made Non-Alc.
Instantly Understood.



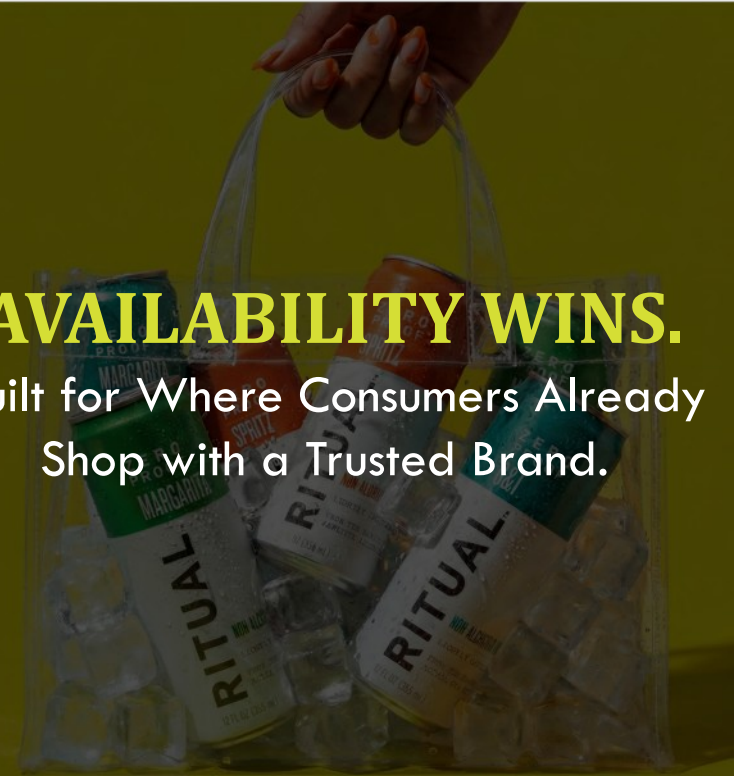
TASTE WINS.

Real Bite. Real Burn.
Real Cocktail Credibility.



AVAILABILITY WINS.

Built for Where Consumers Already
Shop with a Trusted Brand.



THE #1 BRAND IN NON-ALC SPIRITS¹ — NOW IN RTDS

Whether it's margaritas for the BBQ, a spritz at the beach or G&Ts post pickleball, Ritual's new RTDs bring the most popular zero proof classic cocktails in the convenience of a can. With Ritual Zero Proof canned cocktails, you can have your favorite cocktails— anywhere, anytime, always zero proof.



SOURCES: 1. NIQ L52 w/e 10/25/25 Census xAOC + Liquor + C Store + Military. – for Ritual 750ML

PRODUCT DETAILS



MARGARITA

”

Mexican lime flavors top off this agave forward margarita with a hint of clementine.

60 Calories
9g Sugar
per can



SPRITZ

”

Crisp, rosy, citrusy champagne flavors married with bittersweet notes and steeped with flavors of spice, herbs, roots, barks, fruits, and flowers.

50 Calories
9g Sugar
per can



G&T

”

Flavors of a classic gin and tonic with notes of juniper, coriander, angelica root, and a lime zest twist in a crisp bitter tonic.

45 Calories
8g Sugar
per can

FORMAT

355ml slim cans.
Single-flavor 4-packs.
Packed six 4-packs to a tray.

ABV

<0.5%

SRP

\$13.99/4PK

SHELF LIFE

12 Months

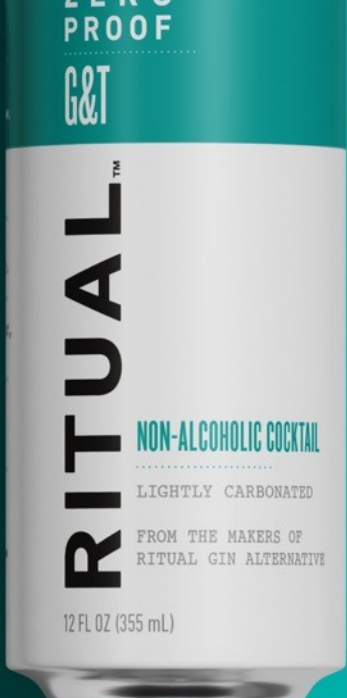
LOT CODES

Julian Date is used to show production dates.

EX. L6365L1

L=lot, 6=last digit of year (2026), 365=number representing a date (Dec 31), L1 = Production line





RTD SHOPPER

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THE TYPICAL NON ALC RTD DRINKER

82%

Of drinkers buy
full and zero
proof in the
same setting¹

2x

More store
visits than the
average
shopper¹

77%

Higher Annual
spend than
average
shopper¹

ABOUT

A busy, convenience driven Gen Z or
Millennial urban professional with
moderate-to-high disposable income
25- 44 Years old

INTERESTS / PREFERENCES

Interested in wellness and moderation
Open to premium beverages with
sophisticated flavor profiles

PURCHASING BEHAVIOR

Likely to buy alcoholic and non-
alcoholic products
Comfortable shopping online and
exploring new brands

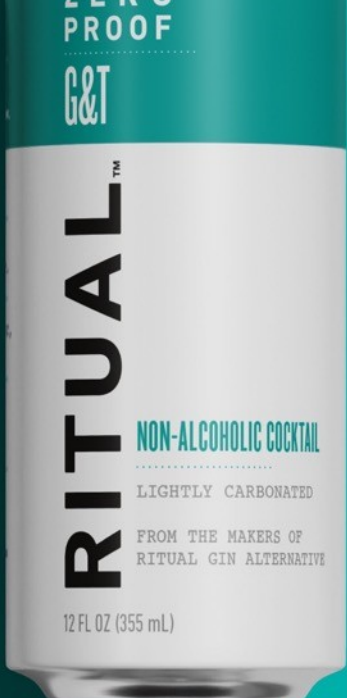
Sources:

¹Numerator Leakage Tree Analysis (Adult Non-Alc RTD Shopper with TWM Focus) 7/29/24–7/27/25 and a Numerator Advanced Adult Non-Alc RTD Shopper Profile 08/01/24–07/31/25; FY27 Consumer Trends Framework, IWSR No/Low Alcohol Strategic Study 2025

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SUPPORT

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LAUNCH PLANS THAT WILL GENERATE BUZZ & DRIVE TRIAL OF NEW RTDS

DIGITAL & RETAIL ADVERTISING



Driving awareness and in-store traffic

SHOPPER MARKETING



Winning at shelf - Sampling and point of sale

PR & MEDIA RELATIONS



Generating organic conversation to keep Ritual top of mind

MEDIA CAMPAIGN



Launching boundary pushing visuals to earn attention

EXPERIENTIAL SAMPLING



Embedding Ritual RTDs in culture where our audience plays

RITUAL ZERO PROOF



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BUILDING AWARENESS & DRIVING TRIAL AT EVERY TOUCHPOINT

PRE-SHOP



Digital assets designed to engage consumers before they enter the store. Digital assets to:

- Drive brand and new RTD awareness
- Activate key retail and cultural occasions
- Support serve strategy

IN-STORE – CONVERTING AWARENESS TO PURCHASE



Off-premise tools and sampling



On-premise tools (more to come in F27)

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RITUAL ZERO PROOF



INVESTING IN ONLINE ADVERTISING LIFTS IN-STORE SALES



INSIGHT

Younger buyers are purchasing products based on social media advertising¹

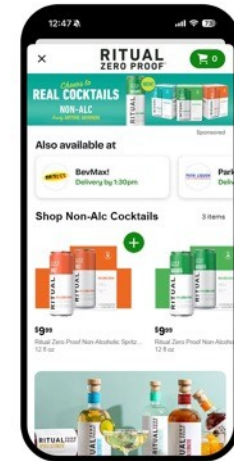
WE ARE

Serving ads of Ritual RTDs to Gen Z LDA consumers, promoting RTDs on Instacart & DoorDash, and directing them to purchase

Increased investment on DoorDash helped to increase sales +32% YoY and capture a 35% market share of non-alcoholic spirits Dec-Jan.

Fetch has been a key driver of sales at retail locations, driving a +50% dollar lift in retailers like Target, Amazon, and Total Wine²

Increased visibility across Instacart drove Ritual sales +39% over 6 weeks³



RITUAL
ZERO
PROOF



Sources: ¹IWSR No/Low Alcohol Strategic Study 2025, ²12/26/25-1/17/26, ³12/1/25-1/14/26

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LIQUID TO LIPS SAMPLING DESIGNED TO TURN TRIAL INTO REPEAT PURCHASE



Koozie giveaway



Pop tab opener
giveaway



Educational card



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SUITE OF PRINT POS THAT HIGHLIGHTS NEWNESS*



Floor Graphic



Cooler Door Cling



Shelf
Talkers



Shelf Strip



Poster



Case Card

AVAILABLE ON INSTANT IMPACT

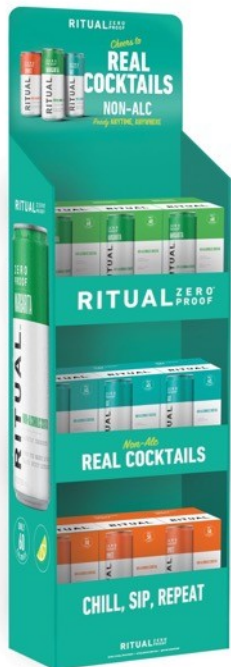
* New can only be mentioned up to 6 months from release



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DISPLAY POS TO DRIVE CASES TO THE FLOOR AND OUT-OF-AISLE PLACEMENTS



Corrugate Rack
Holds 6 RTD cases



Case Stacker
Holds 8 RTD cases



Flexi-Rack
Holds 4 RTD cases.
Co-Merch holds 3 bottles and 4 4-packs/shelf.



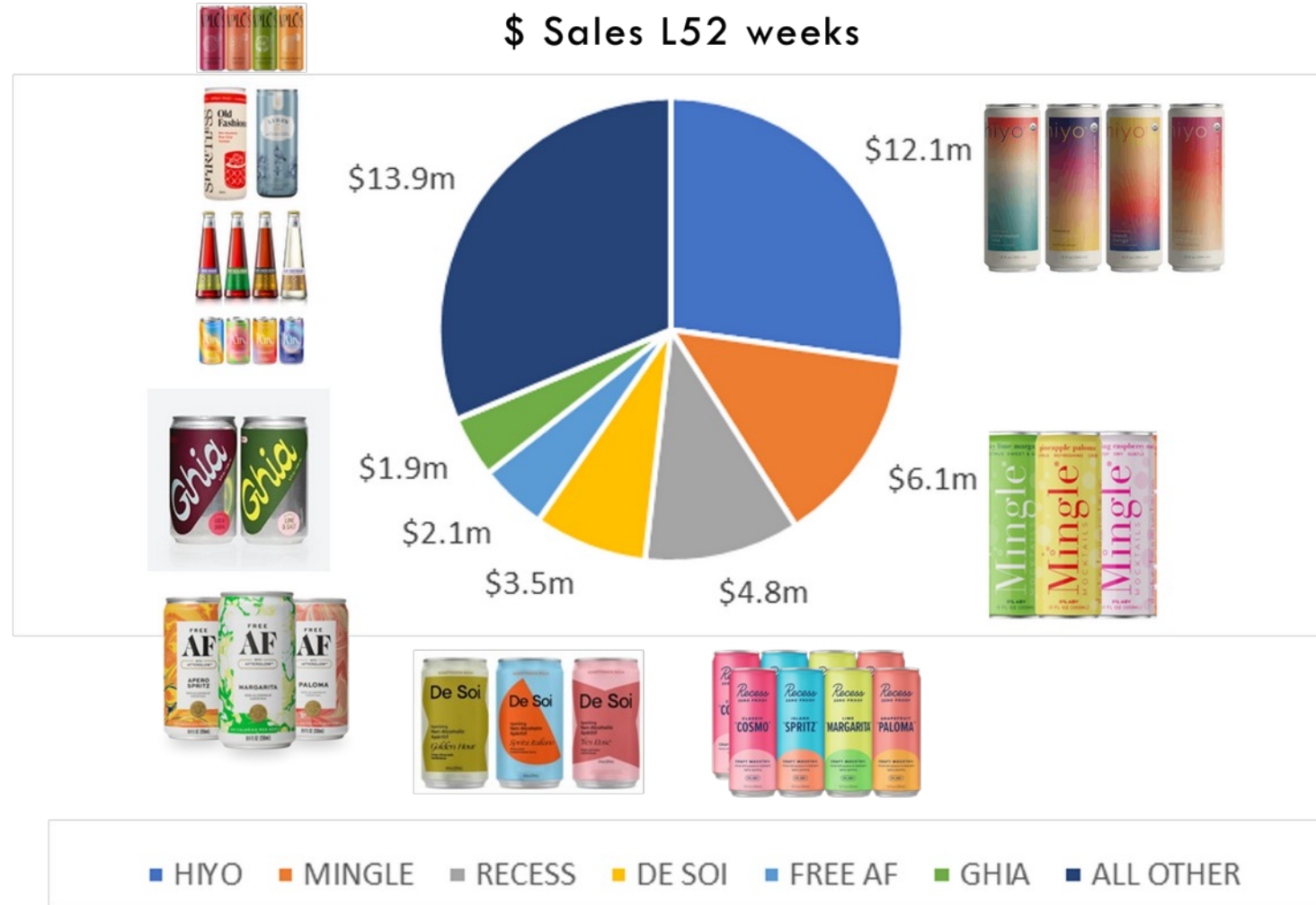
**Flexi
Lug On**



Display with Pole Topper
15 RTD cases



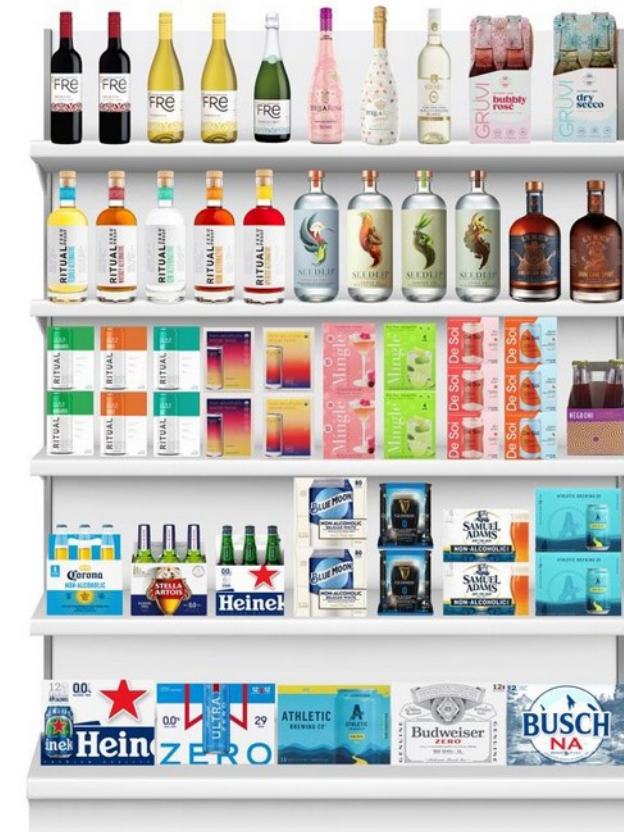
COMPETITIVE LANDSCAPE



RETAIL EXECUTION STANDARDS

- **DISTRIBUTION:** Ritual RTD to lead NA RTD set, underneath correlating Ritual Zero Proof SKU to create a Ritual brand block; left of Hiyo. NA shelf to be merchandised with POS.
- **DISPLAY:** Displays merchandised with POS
- **COLD BOX OPPORTUNITY:** Cold box, when available, eye level in non-alc section closest to the door handle

SKU PRIORITY



4-foot shelf

RITUAL ZERO PROOF



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ON-PREMISE EXECUTION STANDARDS

PRIMARY GOAL:

- Laser focus at high-traffic, occasion-driven accounts with outdoor and active spaces, including music venues, country clubs, golf courses, arcade bars and experiential gathering spaces.
- Hotel – Grab and go's, outdoor bars and outlets
- Compliment Ritual 750mls. Glass inside, Cans outside. Do not trade glass for cans.



VISIBILITY:

- Menu placements – permanent or temporary
- Back bar - displayed near RTD and Beer cans



SPEED TO MARKET:

Achieve distribution & menu targets in first 60 days of launch



WHAT WE NEED FROM YOU

OFF-PREMISE - #1 PRIORITY FOR F26

SECURE EARLY DISPLAYS & DISTRIBUTION

- Product on-shelf in the first 60 days of launch
- Capturing share up to and during 4th of July



ON-PREMISE

CONTINUE TO DRIVE 750ML GLASS

- Opportunistic RTD wins in hotel, concession, sports bars, pool/beach



RITUAL
ZERO
PROJECT

RTD MOBILE TOOLKIT

RITUAL ZERO PROOF

RECOMMENDED RETAIL EXECUTION

SHELF					COLD BOX	
						
						

USE POS TOOLS TO SECURE INCREMENTAL DISPLAY SPACE

Check with DNAB contact on availability

SHELF



Digital Media
to drive awareness & store traffic



FLOOR



Pallet Rack



Corrugate Rack



Case Stacker



Case Card



Shelf Loop-On



Pole Topper



Floor Graphic



Poster



Cooler Cling

SCANNABLES

	CAN	4PK CARTON	TRAY
Margarita			
C&T			
Spritz			

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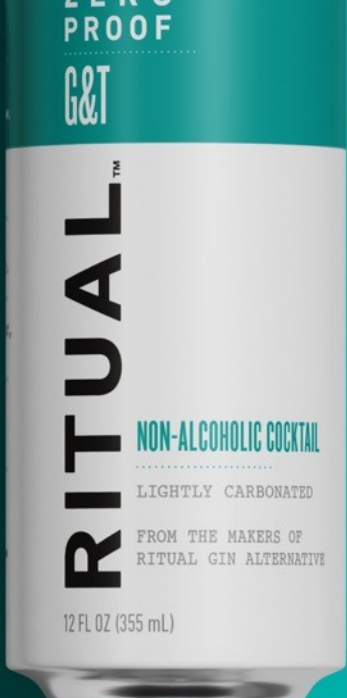


RITUAL ZERO
PROOF

THANK
YOU

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APPENDIX

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RITUAL WILL ENTER RTDS AS THE ONLY BRAND BUILT ON NON-ALC SPIRITS CREDIBILITY

BRAND	SKUS	The What	The Role	Key Retailers	SRP	\$ sales	\$ sales chg
Hiyo	5 skus	Functional social tonics with adaptogens & nootropics positioned as “feel good” alcohol alternative	Crafted with adaptogens, nootropics, and botanicals to provide a similar experience people usually seek from alcohol	Target, Whole Foods, Costco	\$14.99/4pk	\$12M	+251%
Mingle Mocktails	7 skus	Functional drinks and mocktails made for sipping or mixing	Mocktails that can be used as mixers.	Target, TW&M, Whole Foods, Publix, Sprouts	\$15.99/4pk	\$6M	+54%
Recess Zero Proof	6 skus	Zero percent ABV mocktails infused with guayusa and adaptogens	Tastes & feels like your favorite cocktails without the consequences.	Target, Sprouts, CVS	\$9.99/4pk	\$4.8M	+164%
De Soi	6 skus	Sparkling, ready-to-drink (RTD) non-alcoholic apéritifs co-founded by Katy Perry and Morgan McLachlan	Use natural adaptogens like reishi mushroom and ashwagandha to offer a functional, mindful alternative to alcohol	Target, Sprouts, Whole Foods	\$17.99/4pk	\$3.4M	+106%
Free AF	8 skus	Non-alcoholic, 100% natural, canned cocktails with Afterglow	Afterglow signature ingredient provides warm, spice notes to non-alc cocktails	Target, Sprouts, Amazon	\$14.99/4pk	\$2M	+58%
Ghia	5 skus	Bitter-forward, European-style non-alc aperitifs and spritzes	The chic aperitivo culture—elevated aesthetic, culturally driven	Whole Foods, Target	\$18.49/4pk	\$1.9M	+ 

Nielsen Total US Census xAOC +Liquor +C-Store+Military L52wks w/e 2/21/26

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INTRODUCING RITUAL ZERO PROOF CANNED COCKTAILS



Whether it's margaritas for the BBQ, a spritz at the beach, or G&Ts post pickleball, Ritual's new RTDs bring the most popular zero proof classic cocktail in the convenience of a can. With Ritual Zero Proof canned cocktails, you can have your favorite cocktails—anywhere, anytime, always zero proof.

ABV: 0%
SRP: \$13.99/4pk
On Shelf: First 60 days of launch
Scale: National
Format: 355ml slim cans/ single flavor 4pks
Flavors: Margarita, G&T, Spritz

Marketing

- Digital media
- PR-worthy launch moment
- POS & sampling
- Events & PR
- Influencer
- Brand partnerships



Execution

Primary: Stand alone displays supported with POS tools and sampling
Secondary: Co-displayed with 750mls
Speed-to-market: Distribution & displays by 4th of July
Incrementality: Display activity should be incremental to existing Ritual 750ml displays

Reasons to Believe

- Ritual is the #1 brand in non-alc spirits
- 92% of non-alc growth is coming from RTDs
- Non-alc RTD shoppers drive revenue by visiting and spending more

THE CONSUMER: RITUAL STRATEGIC RECRUITMENT TARGET

WINNING WITH 25-44-YEAR-OLD MAXIMIZERS

THE CATEGORY: Premium ANA Spirits & RTDs

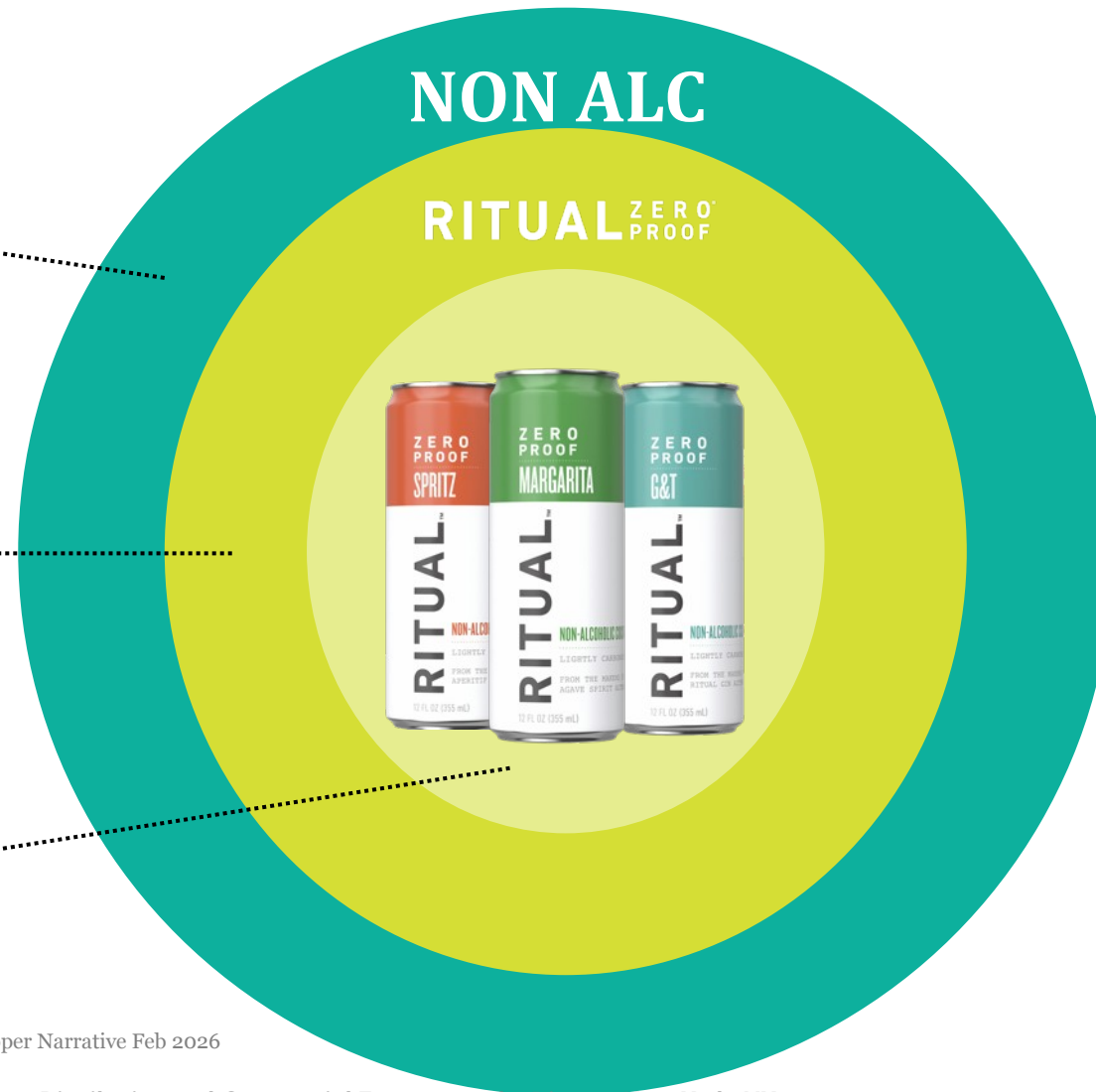
- Volume switching & cross purchase high with spirits and RTDs
- Consumers currently choose spirits in reward occasions, RTDs over-index

CURRENT CONSUMERS: 35-54 TBA Moderators

- Over 40% of Ritual drinkers are 35-54
- Have a broad repertoire, high index with multiple spirits categories

STRATEGIC RECRUITMENT TARGET: 25-44 premium ANA spirits & RTD drinkers

- Under-indexed in younger drinkers that are driving category growth, with 25-34 being fastest growing segment
- 35-44 still a large, fast-growing segment we must win



Sources: DISCUS Feb 2025; NIQ September 2024, NIQ January 2025, Numerator Who's My Shopper Narrative Feb 2026

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RITUAL
ZERO
PROOF



MARGARITA SPECS & SCANNABLES



12 oz. Can



4-Pack Carton



Tray



Brand Name	Ritual Zero Proof Margarita
Size	355ml SLM 6x4
SAP Code	799901
Amazon ASIN	B0GWK2MLT9
Container (Can) UPC	082000814092
Carton (4-Pack) UPC	082000814139
Shipper (Tray) SCC	10082000814136
ABV	0%
Cans Per Carton	4
Cartons Per Case	6
Cases Per Tier	13
Tiers Per Pallet	8
Cases Per Pallet	104
Case Weight (lbs)	20.5 lbs
Full Pallet Weight (lbs)	2,197 lbs
Case Dimensions	
Case Length	14.375"
Case Width	9.8675"
Case Height	6.219"
Carton Dimensions	
Carton Length	4.5"
Carton Width	4.5"
Carton Height	6.156"
Can Dimensions	
Can Diameter	2.26"
Can Height (with closure)	6.13"
Can Length	N/A
Pallet Dimensions	
Overall Width of Complete Pallet	40"
Overall Height of Complete Pallet	55.052"
Overall Length of Complete Pallet	48"
Totally Overhang, Short Direction	N/A
Total Underhang, Long Direction	0.5"
Total Underhang, Short Direction	1.125"



G&T SPECS & SCANNABLES



12 oz. Can



4-Pack Carton



Tray



Brand Name	Ritual Zero Proof Gin +Tonic
Size	355ml SLM 24x1
SAP Code	799900
Amazon ASIN	B0GWJS2TG5
Container (Can) UPC	082000814108
Carton (4-Pack) UPC	082000814146
Shipper (Tray) SCC	10082000814143
ABV	0%
Cans Per Carton	4
Cartons Per Case	6
Cases Per Tier	13
Tiers Per Pallet	8
Cases Per Pallet	104
Case Weight (lbs)	20.5 lbs
Full Pallet Weight (lbs)	2,197 lbs
Case Dimensions	
Case Length	14.375"
Case Width	9.8675"
Case Height	6.219"
Carton Dimensions	
Carton Length	4.5"
Carton Width	4.5"
Carton Height	6.156"
Can Dimensions	
Can Diameter	2.26"
Can Height (with closure)	6.13"
Can Length	N/A
Pallet Dimensions	
Overall Width of Complete Pallet	40"
Overall Height of Complete Pallet	55.052"
Overall Length of Complete Pallet	48"
Totally Overhang, Short Direction	N/A
Total Underhang, Long Direction	0.5"
Total Underhang, Short Direction	1.125"



SPRITZ SPECS & SCANNABLES



12 oz. Can



4-Pack Carton



Tray



Brand Name	Ritual Zero Proof Spritz
Size	355ml SLM 6x4
SAP Code	799903
Amazon ASIN	B0GWJKR27X
Container (Can) UPC	082000814122
Carton (4-Pack) UPC	082000814160
Shipper (Tray) SCC	10082000814167
ABV	0%
Cans Per Carton	4
Cartons Per Case	6
Cases Per Tier	13
Tiers Per Pallet	8
Cases Per Pallet	104
Case Weight (lbs)	20.5 lbs
Full Pallet Weight (lbs)	2,197 lbs
Case Dimensions	
Case Length	14.375"
Case Width	9.8675"
Case Height	6.219"
Carton Dimensions	
Carton Length	4.5"
Carton Width	4.5"
Carton Height	6.156"
Can Dimensions	
Can Diameter	2.26"
Can Height (with closure)	6.13"
Can Length	N/A
Pallet Dimensions	
Overall Width of Complete Pallet	40"
Overall Height of Complete Pallet	55.052"
Overall Length of Complete Pallet	48"
Totally Overhang, Short Direction	N/A
Total Underhang, Long Direction	0.5"
Total Underhang, Short Direction	1.125"



PRODUCT NUTRITIONALS

MARGARITA

RITUAL™

Ingredients:

Carbonated Water, Sugar, Natural Flavor, Lime Juice Concentrate, Organic Agave Nectar, Citric Acid, Sodium Citrate, Caramel Color, Monk Fruit Extract, Stevia Extract.

Distributed By Ritual Beverage Company, part of Diageo Non-Alcohol Beverages, LLC, New York, NY 10007

Visit RitualZeroProof.com



Nutrition Facts	
4 servings per container	
Serving size	1 Can
Amount per serving	
Calories	60
% Daily Value	
Total Fat 0g	0%
Sodium 100mg	4%
Total Carbohydrate 12g	4%
Total Sugars 9g	
Includes 9g Added Sugars	18%
Protein 0g	
Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.	

G&T

RITUAL™

Ingredients:

Carbonated Water, Sugar, Natural Flavor, Citric Acid, Sodium Citrate, Monk Fruit Extract, Stevia Extract.

Distributed By Ritual Beverage Company, part of Diageo Non-Alcohol Beverages, LLC, New York, NY 10007

Visit RitualZeroProof.com



Nutrition Facts	
4 servings per container	
Serving size	1 Can
Amount per serving	
Calories	45
% Daily Value	
Total Fat 0g	0%
Sodium 60mg	3%
Total Carbohydrate 9g	3%
Total Sugars 8g	
Includes 8g Added Sugars	16%
Protein 0g	
Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.	

SPRITZ

RITUAL™

Ingredients:

Carbonated Water, Sugar, Natural Flavors, Citric Acid, Sodium Citrate, Vegetable Juice (Color), Beta Carotene (Color), Monk Fruit Extract, Stevia Extract.

Distributed By Ritual Beverage Company, part of Diageo Non-Alcohol Beverages, LLC, New York, NY 10007

Visit RitualZeroProof.com



Nutrition Facts	
4 servings per container	
Serving size	1 Can
Amount per serving	
Calories	50
% Daily Value	
Total Fat 0g	0%
Sodium 70mg	3%
Total Carbohydrate 10g	4%
Total Sugars 9g	
Includes 9g Added Sugars	18%
Protein 0g	
Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.	

DISPLAY POS TO DRIVE CASES TO THE FLOOR AND OUT-OF-AISLE PLACEMENT



62 3/4" height

11 3/8" deep

14 1/2" wide

Corrugate Rack
Holds 6 RTD cases



52" height

14 3/8" wide

9 7/8" deep

Case Stacker
Holds 8 RTD cases



Flexi Lug On

65 3/5" height

16" wide

10 1/2" deep

Flexi-Rack

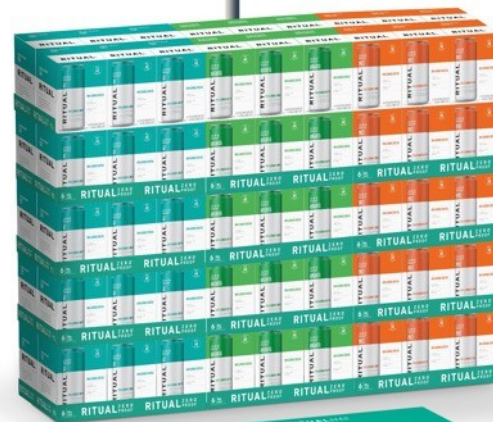
Holds 4 RTD cases.

Co-Merch – 3 bottles glass, 4 six-packs/shelf.



18 1/2" height

28" wide



31 1/10" height

9 9/10" deep

64 1/8" wide

Display with Pole Topper

15 RTD cases

How to Build the display:

- Stack 5 cases of Ritual G&T, keeping the top case as loose 4pks, and the remaining cases merchandised in trays
- Repeat the same setup for Margarita and Spritz
- Merchandise with pole topper and floor graphic

