

# RITUAL ZERO PROOF®

## INTRODUCING RITUAL ZERO PROOF READY-TO-DRINK COCKTAILS



PRODUCT DESCRIPTION	SIZE	ITEM #	UNITS PER CASE	SRP/UNIT
Ritual Zero Proof Margarita	4x355mL	TBD	6	\$13.99
Ritual Zero Proof Spritz	4x355mL	TBD	6	\$13.99
Ritual Zero Proof G&T	4x355mL	TBD	6	\$13.99

### TASTING NOTES

**Margarita** -- A fresh tasting margarita with bright, zesty, bold citrus aromas, the balance of tart citrus and smooth earthy agave, and an invigorating finish.

**Spritz** – An effervescent aperitivo with bittersweet citrus and floral notes, tones of spice and herbs, and rosy and citrusy champagne flavors on the finish.

**G&T** -- Classic gin and tonic flavors meet notes of juniper, coriander, angelica root, and fresh-tasting lime zest to balance out the crisp, bitter tonic.

### CAPTURE NON-ALC GROWTH

RTDs are driving 92% of the NA spirit category’s growth<sup>2</sup>. **With the launch of a Margarita, Spritz and G&T in a ready-to-drink format, Ritual makes the #1 Non-Alcoholic Spirit brand<sup>2</sup> crushably easy to try, buy and enjoy.** Display Ritual RTD cocktails on the floor and in the non-alc shelf set before Memorial Day to capture summer season category momentum and sales!

SOURCE: <sup>1</sup>2025 Nielsen Consumer LLC. <sup>2</sup>NIQ L52 w/e 10/25/25 Census xAOC + Liquor + C Store + Military. <sup>3</sup>Numerator 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. <sup>4</sup>IWSR No/Low-alcohol Strategic Study 2025

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## READY-TO-DRINK ZERO PROOF COCKTAILS

### TOOLS TO DRIVE VELOCITY

**Large footprint:** Lifestyle display enhancers, lifesize can, corrugate racks and corrugate bins

**Medium footprint:** Flexi racks

**Small footprint:** paper POS (case cards, posters, shelf talkers, shelf insert)



#### COMMERCIAL DETAILS:

**Launch:** National Full-Time SKU  
**Size:** 355mL cans, 4-pack carton  
**ABV:** 0% ABV (non-alcoholic)  
**MSRP:** \$13.99  
**In Distributors:** April 2026  
**On-Shelf:** May 2026

### PRODUCT SCANNABLES & SPECS

### IN-STORE SAMPLING



Margarita Carton



Margarita Tray



Spritz Carton



Spritz Tray



G&T



G&T Tray



### SHELF POSITIONING

BRAND	TARGET SHELF	TARGET FACINGS	SHELF FLOW	TARGET BRAND ADJACENCY
Ritual Ready-to-Drink Cocktails	REACH (ANCHOR BRAND)	>= 1 Stack 2 high	Margarita, G&T, Spritz	Lead of NA RTD set, underneath correlating Ritual Zero Proof SKU to create a Ritual brand block; left of Hiyo
Ritual Zero Proof Glass	EYE (ANCHOR BRAND)	>= 1	Agave Spirit Alternative, Whiskey Alternative, Rum Alternative, Gin Alternative, Aperitif Alternative	Lead of NA spirit set

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