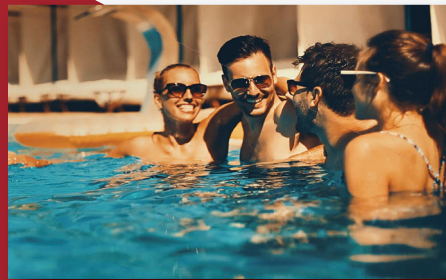


INTRODUCING NIGHT SWIM BY TOZAI



Make a splash! New canned sake perfect for on-the-go consumers that enjoy great quality food, beverage and lifestyle.



ABOUT NIGHT SWIM

- Full color packaging featuring Japan's iconic koi fish.
- Dynamic, custom cartons designed to work well for in-store case stacks & displays.

TASTING NOTES: Tropical stone fruit aromas with a medium body & a clean finish.

ALC: 14%

SIZE: 187ml can (6 x 4pks / case)

UPC: 835603007091

SRP: \$4.99 / \$19.99 per 4pk

SALES STRATEGY

- Focus on bigger drop opportunities in retail and grocery
- Custom, innovative case allows for great floor stacks!
- Focus on accounts that carry Tozai to create further line extension

