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Seagram's Escapes Makes Mixology Easy with New Cocktails Margaritas
Ready-to-Drink 100 Calorie Margaritas Now Available*

Rochester, NY (May 2023) –Seagram's Escapes today introduced a 12-pack of margarita-inspired flavored malt beverages with its new Cocktails Margarita variety pack.** Leveraging the skinny margarita trend up 51% over the last four years, the offering includes Strawberry Margarita which is the #1 flavor rated by consumers.ⁱ Additionally, the pack includes: Watermelon Margarita, Classic Lime Margarita and Prickly Pear Margarita. Seagram's Escapes Cocktails Margaritas contain just 100 calories per 12 oz. slim can and can be found at retailers across the U.S.



“These grab and go beverages offer authentic margarita taste and flavor our consumers expect from the Seagram's Escapes brand,” said Chuck Buckingham, Seagram's Escapes brand director. “At only 100 calories per can, this variety pack offers consumers a light and delicious option perfect for any occasion.”

About Seagram's Escapes: Seagram's Escapes is a premium malt beverage with natural flavors and certified colors. Introduced in 1985 and based out of Rochester, New York, Seagram's Escapes is currently the #4 traditional flavored malt beverage brand in the United States.

Stay connected with Seagram's Escapes on Instagram, Twitter, Facebook & Pinterest. Always Drink Responsibly. ©2023 The Seagram Beverage Company, www.seagramsesapes.com.

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*Per 12 FL. OZ. - Average Analysis: Calories 92, Carbohydrates 2.4g, Protein < 1g, Fat 0.0g

**Flavored malt beverage does not contain distilled spirits

ⁱIRI Unify, Traditional FMB, 4-6% Alc./Vol., Flavor Group, Flavor Subgroup, Flavor, Vol Sales, Vol Sales % CYA. Latest 52 WE 10/23/22
Qualtrics, Seagram's Cocktails Variety Pack Flavor Assortment Survey, P3M TFMB Consumers, Non-Rejectors of Seagram's Cocktails, Mar 2022
Datassential, Menu Adoption Instant Chart, Tequila Cocktails, Menu Penetration %, 4-Year Trend, Data through Mar 2022