

INFINIUM

SPIRITS

LEVY STADIUMS BEVERAGE PROPOSAL 2023





SKREWBALL & THE AMERICAN DREAM BASED IN SAN DIEGO

BORN IN CAMBODIA, STEVE BECAME A VICTIM OF POLIO AT THE YOUNG AGE OF ONE, LEAVING HIS LEFT LEG PARALYZED. WITHOUT THE ABILITY TO ACCESS QUALITY HEALTHCARE IN CAMBODIA, HIS PARENTS MADE THE TOUGH DECISION TO LEAVE THE COUNTRY AND MOVE TO THAILAND, WHERE THEY LIVED IN A REFUGEE CAMP FOR SIX YEARS.

YENG RECALLS EATING PRACTICALLY NOTHING BUT BANANAS DURING THIS TIME—WAITING IN LINE IN THE SWELTERING TROPICAL HEAT FOR WATER AND FOOD RATIONS. BUT WHEN YENG WAS JUST SEVEN YEARS OLD, A RARE MIRACLE ARRIVED IN THE FORM OF SPONSORSHIP BY A FAMILY IN THE UNITED STATES, WHICH BROUGHT YENG AND HIS FAMILY ACROSS THE WORLD TO SAN DIEGO, CALIFORNIA.

SKREWBALL'S SIGNATURE PEANUT BUTTER-FLAVORED WHISKEY WAS INSPIRED BY THAT FEELING, AND THE BRAND'S ETHOS REPRESENTS YENG'S LIFE IN MORE WAYS THAN ONE. THE NAME "SKREWBALL" WAS DIRECTLY INSPIRED BY HOW HE FELT GROWING UP AS A SELF-DESCRIBED OUTSIDER, OR BLACK SHEEP, BEING A NON-ENGLISH SPEAKING IMMIGRANT IN AMERICA.



Watch the
Skrewball
Story Here!

SKREWBALL PEANUT BUTTER WHISKEY IS PROUDLY A WOMEN-OWNED, DISABILITY OWNED & MINORITY OWNED BUSINESS



SKREWBALL EVENT SUPPORT & STADIUM ACTIVATIONS



SKREWBALL IS DEDICATED TO PARTNERING AT LARGE EVENTS

Hosting activations at large events such as tailgating at arenas is in the DNA of Skrewball Peanut Butter Whiskey. We are dedicated to supporting Levy by utilizing our team of brand ambassadors to promote Skrewball at large stadium events.

BRAND AMBASSADORS & THE SHEEP WAGON

Skrewball is comprised of a team of ambassadors across the country - an incredible set of Skrewballs, dedicated to brand education for staff training, unit support, and event sponsorship & participation. Our Brand Ambassadors utilize the Sheep Wagon as an immersive experience for Skrewball fans - used for large community events and initiatives



SKREWBALL WORKS WITH ANY OCCASION!



TIKI-STYLE COCKTAILS

ELEVATED CLASSICS - ESPRESSO MARTINI & PB OLD FASHIONED



QUICK 2-POUR HIGH BALLS



SKREWBALL & DESSERT CART APPLICATIONS



RIFFS ON STADIUM CLASSICS - PEANUTS & CRACKER JACKS



SKREWBALL GRAB & GO!



SKREWBALL & COFFEE OR HOT CHOCOLATE



Skrewball Versatility

Skrewball has hundreds of cocktail possibilities that fit to various outlets. Currently trending are the classic PB & J cocktail, PB Espresso Martini, & the Nutty Tiki Cocktail



QR CODE Video Staff Training

Mixology Training Videos available for staff and bartenders via social media accounts & QR Codes - can make a file of demos tailored to your specific training needs - easily accessible via QR Codes



Easy Applications

Skrewball mixology focuses on easy 4-5 step applications for bartenders during busy times. Applications are focused on being both simple and delicious!

INTRODUCING NEW SKREWBALL 100ML CANS!



ENJOY 100ML OF SKREWBALL STRAIGHT UP - THE BEST WAY TO ENJOY SKREWBALL IN CONVENIENCE OFFERINGS!

SRP: \$4.99

SKREWBALL



Introducing the new Skrewball Peanut Butter Whiskey 100ml Cans - the perfect option for Grab & Go convenience offerings. Enjoy 70P Skrewball Peanut Butter Whiskey straight up in a portable, 70x52MM can - Perfect for consumers who prefer to drink the spirit neat. Each mini can – approximately 3.38 ounces – contains two servings of the brand's signature whiskey.

Enjoy it on the counter or in convenience centers. Each shipper has (2) inner counter units, each containing 24 cans. Simply flip the top up and tick to the back to create a ready made counter display unit!

YTD* - Skrewball Cans see impressive retention in rollout markets with an overall **reorder rate of +28.5%**

YTD

Source:
* Distributor Depletions reported via VIP iDig
** IRI Total U.S. Retail Multi-outlet + Convenience channel Calendar YTD ending 8/21/22 BRAND level Spirits Category ALL
*** IRI Total U.S. Retail Multi-outlet + Convenience channel Calendar YTD ending 8/21/22 ITEM level Spirits Category ALL
IRIMulti-outlet + Conv sector 9/21/2022



SKREWBALL DATA TRENDS



NATIONAL SALES

Nationally, Skrewball is up +38% in Total Accounts Sold vs YTD, up +21.3% in 1L \$ Sales VS LY and up +20.1% in 50ML \$ sales VS LY



VOLUME SALES

Skrewball is up +6.3% in the month of October in Points of Distribution nationally



100ML CANS MOMENTUM IS SURGING!

Since launching this summer, Skrewball 100ml cans are up +30.7% in \$ Sales with a reorder rate of 28.5% across all rollout states!



FLAVORED WHISKEY IS TRENDING!

While total whiskey sees a decline in trends, down -1.9%, flavored whiskey is maintaining sales. When the L52 weeks is compared to 2YA, flavored whiskey is trending upwards at +14.6%

SKREWBALL PAIRS & VERSATILITY

ADD A SHOT OF SKREWBALL TO ELEVATE ANY DRINK APPLICATION!



SKREWBALL &
OWENS GRAPE MIXERS



SKREWBALL & YUENGLING
HERSHEYS PORTER



SKREWBALL &
REDBULL



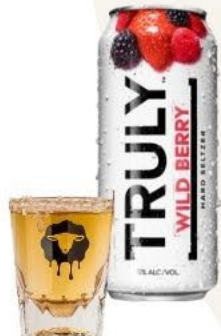
SKREWBALL &
APPLE CIDER
THE SNACK PACK



SKREWBALL & TRULY
THE PB& JELLY



SKREWBALL & STOUT
(GUINNESS)
NUTTY GUINNESS BOMB



SKREWBALL WHISKEY

BUY ME SOME PEANUTS & CRACKER JACKS

INSTRUCTIONS:

1 1/2 OZ. SKREWBALL PEANUT
BUTTER WHISKEY
1 OZ. AMARETTO LIQUEUR
1 OZ. BUTTERSCOTCH SCHNAPPS
3 OZ. GINGERALE



SKREWBALL WHISKEY

BALLIN' BUTTER BEER

INSTRUCTIONS:

1.25 OZ SKREWBALL PEANUT

BUTTER WHISKEY

3OZ CREAM SODA

BUILD WITH ICE



SKREWBALL WHISKEY

ROOT-BEER FOR THE HOME TEAM

INSTRUCTIONS:

1.25 OZ SKREWBALL PEANUT
BUTTER WHISKEY
3OZ ROOT BEER
1 SCOOP VANILLA ICE CREAM/ICE
CREAM BASE/HEAVY CREAM



SKREWBALL WHISKEY

THE FAST (SKREW) BALL

INSTRUCTIONS:

BATCHED RECIPE

1 750ML BTL SKREWBALL
ORIGINAL PEANUT BUTTER
WHISKEY
1 GALLON CHOCOLATE MILK

SINGLE SERVING:

1.2 OZ SKREWBALL PEANUT
ORIGINAL BUTTER WHISKEY
6 OZ CHOCOLATE MILK
GREAT OPTION: TRY AS SLUSHY
(USE HALF THE AMOUNT OF MILK)



SKREWBALL WHISKEY

THE PAINCHILLER

INSTRUCTIONS:

BATCHED RECIPE

1 750ML BTL. SKREWBALL ORIGINAL
PEANUT BUTTER WHISKEY
375 ML COCONUT RUM
1 46OZ CAN PINEAPPLE JUICE
1 15OZ CAN CREAM OF COCONUT, ROOM
TEMPERATURE
TOP WITH NUTMEG

SINGLE SERVING:

1.25 OZ SKREWBALL
.75 COCONUT RUM
3OZ PINEAPPLE JUICE
1OZ CREAM OF COCONUT
TOP WITH NUTMEG



SKREWBALL WHISKEY

PB&J 4 LUNCH

INSTRUCTIONS:

BATCHED RECIPE

1 750 ML BTL. SKREWBALL ORIGINAL
PEANUT BUTTER WHISKEY
1 GALLON RASPBERRY ICED TEA



SKREWBALL WHISKEY

SKREWBALL LEMONADE CHANGE-UP

INSTRUCTIONS:

BATCHED RECIPE

1 750ML BTL. SKREWBALL ORIGINAL

PEANUT BUTTER WHISKEY

.5 GALLON LEMONADE

.5 GALLON ICED TEA



SKREWBALL WHISKEY

UNCLE STEVE'S LEMONADE

INSTRUCTIONS:

BATCHED RECIPE

1 750ML BTL. SKREWBALL ORIGINAL
PEANUT BUTTER WHISKEY

1 GALLON LEMONADE (PINK, FROZEN,
FRESH)

TRY REGULAR LEMONADE WITH 8 OZ
STRAWBERRY PURÉE

SINGLE SERVING:

1.25 OZ SKREWBALL PEANUT BUTTER
WHISKEY

3OZ LEMONADE

.5OZ STRAWBERRY PURÉE

BUILD WITH ICE



SKREWBALL WHISKEY

PEANUT BUTTER JELLY TIME

INSTRUCTIONS:

1.25 OZ SKREWBALL PEANUT BUTTER
WHISKEY
3OZ LEMONADE
1 OZ STRAWBERRY PURÉE



SKREWBALL WHISKEY

PEANUTS & COKE

INSTRUCTIONS:

2 OZ SKREWBALL PEANUT BUTTER

WHISKEY

4 OZ COKE/PEPSI

1 LEMON WEDGE OR LIME WEDGE



SKREWBALL WHISKEY

SKREWED UP CARAMEL CORN

INSTRUCTIONS:

1.50 OZ. SKREWBALL PEANUT BUTTER
WHISKEY

0.50 OZ. SALTED CARAMEL SYRUP

0.25 LEMON JUICE

TOP WITH APPLE JUICE OR SPARKLING
APPLE CIDER





INFINIUM
SPIRITS

Follow Ups & Questions

Please direct all follow up questions to:

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THANK YOU!