

INTRODUCING ... BARRITT'S MIXERS!



Our Mixers will Lift Your Spirits!

BARRITT'S MIXERS & NEW PACKAGING

After 150 years in business, Barritt's is expanding...

In addition to our Original Ginger Beer and Sugar Free Ginger Beer, Barritt's is now available in **Tonic Water, Club Soda and Sparkling Grapefruit Soda!**

Our new mixer lineup (as well as our Original and Sugar Free Ginger Beers) is now available in 4 packs of 7.5 oz cans. Whether you are looking for a perfect cocktail with gin, vodka, tequila, rum, whiskey, or liqueurs, our mixers will lift your spirits!

Barritt's is owned and operated by the family's fifth generation in Bermuda. In 2024, Barritt's will celebrate its 150th anniversary.

BARRITT'S CLUB SODA

Mixes well with:

- Whiskey
- Vodka
- Tequila
- Gin

Signature Cocktails Include:

- Americano
- Mojito
- Gin Rickey
- Aperol Spritz
- White Wine Spritzer
- Southside Fizz
- Tom Collins



Our highly carbonated club soda does not skimp on the bubbles! Barritt's Club Soda has **zero calories, zero sugar, and no caffeine**. Enjoy by itself with a lemon or a lime or try in a cocktail that's lower in calories and lower in sugar.



BARRITT'S TONIC WATER

Mixes well with:

- Vodka
- Gin
- Liqueurs
- Tequila
- Rum

Signature Cocktails
Include:

- Gin & Tonic
- Vodka & Tonic
- Aperitif & Tonic



Barritt's Tonic Water is the tonic water with an island "flavour." Mild and subtle, with a true quinine effervescence. Enjoy our tonic water with a squeeze of lemon or lime in an ice-filled glass by itself, or in a cocktail with gin, vodka, or an aperitif to create a refreshing, easy-to-make cocktail.



BARRITT'S SPARKLING GRAPEFRUIT

Mixes Well With:

- Tequila
- Vodka
- Gin
- Rum

Signature Cocktails Include:

- Paloma
- Fizzy Greyhound



Our bubbly, sparkling grapefruit soft drink is a perfect mixer. Its aroma is a just-peeled grapefruit. Its robust citrus flavor is reminiscent of the distinctive, delicious flavor of the ruby red grapefruit.



BARRITT'S SUGAR FREE GINGER BEER

Mixes well with:

- Vodka
- Whiskey
- Tequila
- Rum

Signature Cocktails
Include:

- Slim Mule
- Skinny Dark 'n Stormy



Barritt's Sugar Free Ginger Beer is a big Zero: Zero Calories, Zero Sugar, Zero Gluten, and Zero Caffeine. Our sugar free ginger beer is lovely on its own or in a "slim" cocktail. Whether you prefer to drink whiskey, tequila, vodka, sangria, gin, rum, or beer, Barritt's Sugar Free Ginger Beer is the perfect way to spice up your cocktails.



BARRITT'S ORIGINAL GINGER BEER

Mixes well with:

- Vodka
- Whiskey
- Tequila
- Gin
- Rum

Signature Cocktails
Include:

- Mules (Moscow, Irish, Kentucky, Tennessee, Canadian, Mexican, London, and many others)
- Dark 'n Stormy



One of the longest-tenured ginger beers on the market today, Barritt's Ginger Beer hails from Bermuda and remains family owned. Our zesty ginger flavor is beloved throughout Bermuda, where locals enjoy Barritt's Ginger Beer by itself as well as in cocktails. Our ginger beer is a versatile mixer in today's cocktails, especially in the famous Mule.



WHY LAUNCH A MIXER LINE?

- Barritt's is a strong, established name in the mixer set
- Our flavors for Tonic Water, Sparkling Grapefruit and Club Soda are all terrific for mixing
- Our pricing in the set will be competitive. We will continue to offer the same Barritt's quality, now in a smaller package that's perfect for cocktails
- The numbers for Club Soda, Tonic Water and Sparkling Grapefruit all continue to rise*
 - Tonic Water: \$363. million in total sales for a 33.6% increase versus 2022; 163.7 million units for a 15.2% increase versus 2022
 - Club Soda: \$243.5 million in total sales for a 49.4% increase versus 2022; 114.1 million units for a 27.5% increase versus last year**
 - Sparkling Grapefruit: \$30.4 million in total sales for a 13.1% increase versus last year; 11.7 million units for a 4.3% increase versus last year

*According to Nielsen data from a 52-week period starting November 2023

** Flavored and Unflavored Club Soda



APPENDIX

UPCs

Club Soda
4 Pack, 7.5 oz
cans



Tonic Water 4
Pack, 7.5 oz cans



Original Ginger
Beer 4 Pack, 7.5
oz cans



Club Soda Case
6 4-packs per
case



Tonic Water Case 6
4-packs, 7.5 oz cans



Original Ginger Beer
Case, 6 4-packs, 7.5
oz cans



Sparkling
Grapefruit 4-
Packs, 7.5 oz
cans



Sugar Free
Ginger Beer 4
Pack, 7.5 oz cans



Sparkling
Grapefruit
Case 6 4-
Packs, 7.5 oz
cans



Sugar Free Ginger
Beer Case 6 4-packs,
7.5 oz cans



APPENDIX

Case & Pallet Dimensions

Pack Size	Case Dimensions	Case Weight	Cube	Pallet Pattern	Pallet Dimensions	Pallet Weight
6-4 packs 7.5oz	L: 4.5 W:4.5 H:4.15	13 lbs (Est.)	.663	156 (12 X 13)	L:48" W:40" H: 64"	2,080

Learn more about our products and our recipes at: www.barrittsmixers.com