

# Holiday 2026 Co-Space Presentation



**RITUAL**  
**ZERO PROOF™**  
**DIAGEO**

# Agenda

- WISE Framework Alignment
- 5-Shelf Fixture Strategy
- Brand Recommendations
- Marketing and Promotional Plan
- Next Steps

# WISE Framework Alignment

## WELLNESS

**75% of guests never enter the alcohol aisle**

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This fixture meets them where they are — and converts them into a new category.

## INSPIRATION & TREND

**Moderation is the new occasion**

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Social tonics and alcohol alternatives are reshaping how guests drink, shop, and celebrate.

## SEASONAL & OCCASION

**Discovery drives repeat visits**

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Limited, emerging brands create urgency and relevance around holiday hosting — built for Q4.

## EASE FOR THE FAMILY

**Clear. Alcohol-free. Inclusive.**

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Every guest — sober curious, pregnant, or simply hosting — can shop confidently with zero friction.

# 5 Shelf Fixture Strategy & Inspo

- 1**  
**RITUAL  
ZERO<sup>®</sup>  
PROOF**  
Premium non-alc RTD.  
Diageo-supported  
credibility layer.
- 2**  
**BLIND  
TIGER**  
Recognizable  
spirit-free cocktail  
classics for modern  
social rituals.
- 3**  
**GOODMELLOW  
+ BREZ**  
Functional + hemp/  
adaptogen social  
tonic shelf.
- 4**  
**oHhO**  
Functional wellness  
RTDs for calm,  
mood & balance.
- 5**  
**TO BE  
DETERMINED**  
Curated innovation  
and emerging  
favorites.



# ANCHOR BRAND – DIAGEO OWNED

## RITUAL ZERO PROOF

355ml slim cans | 4 packs | MSRP \$13.99

### MADE FOR MODERN MOMENTS

- 0% ABV
- Lightly carbonated
- Low calorie per serving
- No artificial sweeteners

### RECOMMENDED SKUs

Margarita  
Spritz

Crafted with Ritual's category-leading spirit alternatives, Ritual Zero Proof Cocktails deliver classic bar favorites in a convenient can without alcohol or compromise. Designed for modern social moments anywhere.



# Brand Recommendations

# BLIND TIGER

250ml cans | 4 packs | MSRP \$14.99

## **MADE FOR MODERN MOMENTS**

- 0% ABV
- Mixologist-crafted
- All-natural ingredients
- Ready-to-drink

## **RECOMMENDED SKUs**

Lavender French 75  
Sidecar Mimosa

Blind Tiger is a premium, spirit-free cocktail brand inspired by classic speakeasy culture. Designed to deliver layered, bar-quality flavor without alcohol, each ready-to-drink cocktail offers a sophisticated option for modern social occasions.



# Brand Recommendations

# BRĒZ

355ml slim cans | 4 packs | MSRP \$14.99

## MADE FOR MODERN MOMENTS

- Functional ingredients
- Supports focus and balance
- 35–60 calories per can
- Ready to drink

## RECOMMENDED SKUs

Elevate  
Flow

BRĒZ is a functional beverage brand designed for modern social moments, blending refreshing flavor with intentional ingredients. Each ready-to-drink option supports balance and focus without alcohol, making it easy to feel good while staying present.



# Brand Recommendations

## GOODMELLOW

355ml slim cans | 4 packs | MSRP \$14.99

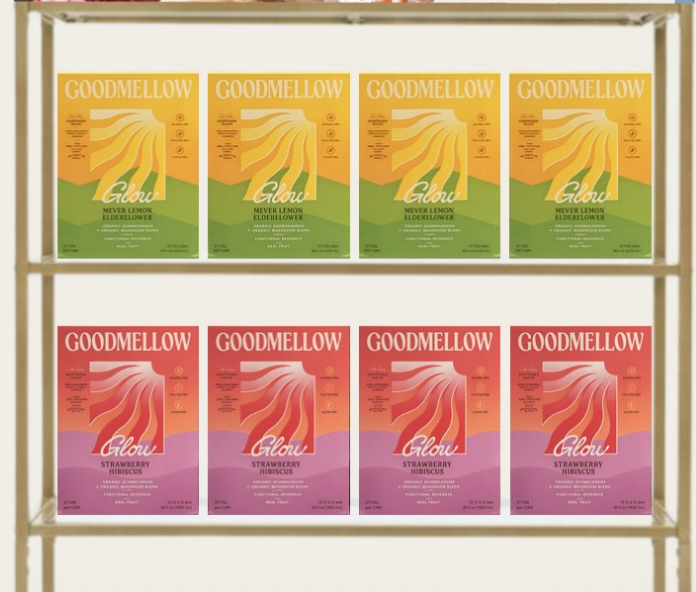
### MADE FOR MODERN MOMENTS

- Functional ingredients
- Supports calm clarity & balanced mood
- 27 calories per can
- Ready to drink

### RECOMMENDED SKUs

GLOW Meyer Lemon Elderflower  
GLOW Strawberry Hibiscus

Goodmellow Glow is a zero-mg functional sparkling beverage crafted to uplift with clean, plant-based ingredients. Featuring B vitamins and adaptogens, it delivers bright, fruit-forward flavor and a subtle feel-good lift.



# Brand Recommendations



355ml slim cans | Single Cans | MSRP \$5.99

## MADE FOR MODERN MOMENTS

- Made by Hand
- Clean Label Project Certified
- Ready to drink

## RECOMMENDED SKUs

Spirit Free Paloma  
Spirit Free Ranch Water

DHOS crafts non-alcoholic spirits and ready-to-drink cocktails designed for elevated sipping. Featuring layered botanicals and bright citrus flavor, their Ranch Water and Paloma deliver a refreshing, sophisticated take on classic cocktails without the alcohol.



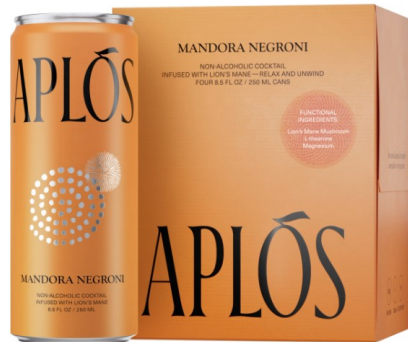
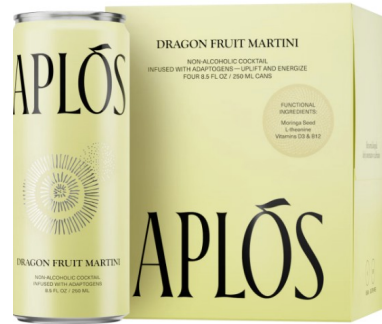

# Other Brand Recommendations

**APLÓS**

**Functional · Wellness  
RTD**

Premium adaptogen-infused spirit. Earthy, complex, designed for the mindful drinker.

**\$17.99** *Adaptogen Social Tonic*



PREV. SHELF

**little  
Saints™**

**Functional · Wellness  
RTD**

Old Fashioned & Mojito in 4-packs. Magic mushroom-infused, zero-proof celebration drinks

**\$17.99** *Functional Beverage RTD*



# Marketing & PR Plan

## 01 Public Relations

### *External Agency Partnership*

- Co-branded press release: Sèchey + Diageo announce Target holiday program
- Trade coverage: Beverage Daily, Grocery Dive, Forbes Lifestyle, VinePair
- Embargo strategy timed to Target shelf-set in October 2026
- Agency to pitch category trend story: 'The Rise of the Social Tonic Aisle'
- Executive spokesperson placement for Sèchey founder interviews

## 02 Influencer Unboxing

### *Launch Campaign*

- Curated gifting kits: all 6 fixture brands + Dryish™ tasting guide
- Seed to 50–75 lifestyle, wellness & beverage creators (100K–2M followers)
- Unboxing cadence timed to Target in-store set date
- Branded hashtag: #DryishHoliday / #SecheyAtTarget
- Paid boosting on top 5–10 posts; stories + Reels primary format

## 03 Sèchey Flagship

### *Brand Tasting Experience*

- Convert flagship into immersive Dryish™ tasting lounge for program duration
- Rotating weekly brand spotlights for all 6 fixture brands
- Hosted 'Dryish Holiday' events: ticketed tastings, brand founder nights
- QR codes in-store linking to Target product pages for direct conversion
- Flagship as content studio: photography + video for brand & social

## 04 Market Activations

### *NYC · LA · SF · Austin · Miami*

- Partner with experiential marketing agency for 5-city pop-up program
- Mobile tasting cart (Tier 1 fixture) deployed at key venues & markets
- Hyper-local influencer seeding in each city tied to nearest Target doors
- Co-branded event partnerships: holiday markets, wellness festivals
- Paid OOH + social geo-targeting within 5mi of participating Target doors

# Next Steps

## Target

- Approval to scope and launch Q4 company space pilot fixture
- Confirm store count & initial order (no replen)

## Diageo

- Approval for budget underwriting for store rollout (fixture and merchandising)
- Allocate Ritual RTD in-stock availability

## Sechey

- Submits 5- 6 functional RTDs for selection on fixture
- Budget for co-op marketing that all brands contribute