Seagram’s Escapes Expands Portfolio

Brand Kicks Off Q2 with Product Launch, Edgy Packaging and a Popular Flavor Added to its Fastest Selling New Traditional FMB Variety Pack

Rochester, NY – As the #3 traditional, flavored, malt beverage brand in the U.S., Seagram’s Escapes is growing its portfolio to include new products, unique packaging and even more flavors. Seagram’s, the brand known for having the best variety of delicious flavors, expands its FMB line to include the new Seagram’s Escapes Cocktails — a cocktail-inspired line that delivers authentic cocktail taste in a can with only 100 calories. The brand also introduces new flavors and edgy packaging for the Seagram’s Escapes Spiked line, and welcomes a popular flavor to its line of Seagram’s Escapes Italian Ice.

Seagram’s Escapes Cocktails: A new, cocktail-inspired line offering a flavored malt beverage that delivers authentic cocktail taste with 5% ABV and just 100 calories with only two grams of sugar and three grams of carbs. Seagram’s Escapes Cocktails come in four, deliciously crafted, modern cocktail flavors: Pineapple Mule, Strawberry Margarita, Grapefruit Paloma and Lemon Collins. Variety packs are available now across select national markets.

Seagram’s Escapes Spiked: Unique, new packaging and flavors unveiled in the Seagram’s Spiked line: Mango Ginger & Lime and Passionfruit Lime & Salt. With bold, edgy packaging, these new Spiked flavors will stand out on the shelf. The style, characters and intense color palette of this packaging combines to create a visual rhythm of movement appealing to consumers at point of sale. Available in single-serve 23.5-ounce cans with 8% ABV, Seagram’s Escapes Spiked come in six flavors available at convenience stores throughout the U.S.

Seagram’s Escapes Italian Ice: Seagram’s Escapes Italian Ice introduced a new, Watermelon flavor with 3.2% ABV now available in a 4-pack. Additionally, the company unveiled a flavor variety pack available in cans. As with the entire Seagram’s Escapes Italian Ice line, this latest flavor was developed in partnership with Rosati Ice, the original Italian Ice company in the United States. Seagram’s Escapes Italian Ice is the fastest selling new traditional FMB variety pack and the best-selling new traditional FMB SKU in the US. [i]
About Seagram’s Escapes: Seagram’s Escapes is a fun, fruit-forward, malt-based beverage brand based out of Rochester, New York. Seagram’s Escapes is currently the #4 traditional flavored malt beverage brand in the United States. Seagram’s Escapes has since expanded its line to include a high ABV option, Seagram’s Escapes Spiked and a standard ABV option, Seagram’s Escapes Cocktails.

For more information, visit [www.seagramsscapes.com](http://www.seagramsscapes.com). Stay connected with Seagram’s Escapes on Instagram, Twitter and Facebook: [@SeagramsEscapes](https://twitter.com/SeagramsEscapes). Always enjoy responsibly.

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