

80PROOF

PRODUCT DECK — 2024

WP SHOTS

Launching in 2021, WP was the first to market and leveraged the popularity of this shot from bars and clubs all over Australia. Wet Pussy achieved overnight viral success, selling out with every release.

With demand coming from every sector of the retail and hospitality industry in Australia and overseas, Wet Pussy quickly established itself as a cultural phenomenon and a staple party starter nationwide.

The Sour Puss brand was created and released on the back of WP's success, bringing new and innovative flavours to consumers Australia-wide and cementing WP and Sour Puss as Australia's #1 Party Starters.

BOTTLE SIZE: 700mL
CASE SIZE: 6
ABV: 18%
STD DRINKS: 10.3
SHOTS P/BTL: 23.3



SOUR PUSS RTD

The viral success created by WP and Sour Puss in both on- and off-premise channels saw our products on the shelves in homes, bars, and bottleshops all over Australia.

One consistent message from fans, retailers, and venues was how much they loved mixing our product in long drinks, punches, and cocktails. Our social media accounts saw daily requests for an RTD version of our most popular shot flavors.

In May 2024, Sour Puss RTD was launched, continuing the legacy built by WP shots by bringing the party with its full-flavored, high ABV RTD – perfect for high-tempo occasions.

Positioned as a value proposition, Sour Puss RTD delivers great margins for retailers and great value for money for consumers.

CAN SIZE:	330mL
PACK SIZE:	4
CASE SIZE:	24
ABV:	8%
STD DRINKS:	2.1



EAGLE RIDGE

Eagle Ridge Alcoholic Cola, brings innovation, disruption and value to the dark RTD category.

Created as a value proposition, Eagle Ridge looks and tastes like your favourite cola flavoured RTD beverages but is positioned at a more affordable price point.

Delivering on both price for the consumer and profitability for the retailer, Eagle Ridge can play an important role in delivering value to the beverage market in the current challenging market conditions

CAN SIZE:	200mL
PACK SIZE:	4PK
CASE SIZE:	24
ABV:	12%
STD DRINKS:	1.9



UGLY VODKA

A vodka that has purpose. Five times distilled; premium vodka that tastes great. UGLY vodka reduces waste and emission while supporting local farmers, one bottle and can at a time.

A joint venture between 80 Proof Australia and Untitled Group, Australia largest music promoter – Ugly vodka sets out to turn thousands of unwanted apples into Vodka, reducing emission and creating more good times.

Launching first with a Premium Australian Vodka and followed by 3 refreshing Vodka Soda RTDs; Lemon & Lime, Watermelon & Mint and Mango Passion, UGLY is better for you and better for the planet.

Our Partnership with Untitled Group will see UGLY featured and samples by thousands of people across multiple Gigs and Festivals throughout summer 24/25

BOTTLE SIZE:	750mL	CAN SIZE:	330mL
PACK SIZE:	1PK	PACK SIZE:	4PK
CASE SIZE:	6	CASE SIZE:	24
ABV:	37%	ABV:	4.2%
STD DRINKS:	23	STD DRINKS:	1.1



GEE UP VODKA RTD

Gee Up is a drink for those who like to do it a bit differently.

The Brainchild of social media influencer Troy Candy, Troy celebrated nights out with brightly coloured, sweetly flavoured 'fruit beers', until discovering just how much sugar was in his drink of choice.

Healthier Seltzers and soda drink didn't deliver the flavour so Troy and a handful of mates including Adrian Portelli, set out to create a drink that focused on taste, flavour with out the nasties.

A first of its kind, triple distilled premium vodka and added electrolytes and half the sugar as other similar RTD products with sugar free options too.

Gee Up comes with a significant engaged audience with millions of followers across multiple social platforms

RANGE

BOTTLE SIZE: 275mL
PACK SIZE: 4X6PK
CASE SIZE: 24
ABV: 4.6%
STD DRINKS: 1

MIXED 10PK

BOTTLE SIZE: 275mL
PACK SIZE: 3X10PK
CASE SIZE: 30
ABV: 4.6%
STD DRINKS: 1



V GOOD VODKA

V Good Vodka – A V Good Choice

V Good Vodka is crafted for easy drinking and ultimate versatility. Distilled five times for exceptional smoothness, it delivers a clean, crisp taste without any harshness—making it a V Good choice for any occasion.

Whether you're mixing up a classic cocktail, taking it neat, or sharing a round with friends, V Good Vodka is designed to be effortlessly enjoyable. With its refined yet approachable character, this vodka is as smooth as it is reliable.

When you want something that's simple, clean, and undeniably V Good, reach for V Good Vodka—because a good night starts with a V Good drink.

BOTTLE SIZE: 700mL
PACK SIZE: 1PK
CASE SIZE: 6
ABV: 37%
STD DRINKS: 21

