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Constellation Brands Acquires SpikedAde in a Deal Worth Up to $353 Million

The purchase gives Constellation full ownership of the vodka-based RTD brand, with contingent payments tied to performance over five years.

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ELECTRIC
BLUE
POWERED BY VODKA
SPIKED
ADE
100
CALORIES
4.5%
ALC BY VOL.
ZERO
SUGAR
12 FL OZ (355mL)

Constellation Brands said Tuesday that it has acquired SpikedAde, a vodka-based ready-to-drink brand, in a deal that gives the alcohol company full ownership for an initial $75 million payment and could add as much as $278 million more over the next five years if the business meets performance targets.

The Rochester, New York-based company said the transaction is meant to expand its position in ready-to-drink beverages, a part of the alcohol market that has drawn growing investment from large producers as consumers shift toward canned cocktails and other convenience formats. That shift has become increasingly important across the beverage industry because it directs capital toward spirit-based products and could deepen competition for distribution, shelf space, and retailer attention in the U.S. market.

According to Constellation, the contingent payments tied to SpikedAde’s future results reflect the company’s capital allocation approach. The company did not disclose other terms of the transaction.

SpikedAde sells spirit-based drinks built around familiar sports drink-style flavors with a vodka base. Constellation said the products are sold in a zero-sugar, 100-calorie, non-carbonated format and compete in what the company described as the emerging “Ade” segment of the RTD market. The brand has an established presence in the eastern United States, according to the announcement.

Constellation said the SpikedAde team will be integrated into its beer division and that it will take over production oversight, marketing, and distribution of the brand. The company also said it plans to align SpikedAde distribution with its Gold Network distributor partners, subject to applicable law.

The acquisition adds a spirits-based RTD label to a company whose portfolio spans imported beer, wine, and craft spirits. Constellation is best known for beer brands including Corona Extra, Modelo Especial, Pacifico, and Victoria, and it also owns wine and spirits labels such as Robert Mondavi Winery, Kim Crawford, High West Whiskey, and Mi CAMPO Tequila.

In its announcement, Constellation said the spirit-based RTD category is one of the fastest-growing areas in beverage alcohol, citing Circana data showing dollar sales rose 25% over the past year for the category. The company argued that SpikedAde is positioned to benefit from demand for flavored, lower-calorie drinks aimed at social occasions and changing consumer preferences.

Nicholas Fink, Constellation's president and chief executive, said in the release that SpikedAde had established a distinct place in a developing segment and that Constellation plans to use its existing brand-building and route-to-market capabilities to broaden the label's reach across the United States.

Jason Cohen, SpikedAde's founder and chief executive, said in the same announcement that the brand was created to target consumers at the intersection of performance, lifestyle, and social occasions, and that the company had expanded faster than expected with support from distributors. He said Constellation's scale would help the brand reach more consumers.

The transaction shows how major beverage alcohol companies are trying to capture growth in categories that blur the line between traditional spirits and convenience beverages. Spirit-based RTDs have become a priority area as producers respond to slower growth in some legacy categories and a consumer base looking for portable, flavored drinks that require no mixing. For brewers and spirits companies alike, that trend has raised the stakes in distributor relationships because RTD brands often compete directly for refrigerated space in stores and placement in chains, stadiums, and other high-traffic outlets.

Constellation did not say how quickly SpikedAde would be rolled out nationally, but the company said its own commercial infrastructure should help expand the brand's distribution footprint. The release described SpikedAde as an early entrant in its niche and said the brand has posted rapid account growth and high reorder rates, though it did not provide sales figures.

Because part of the purchase price depends on future performance, the final cost of the deal will depend on how much sales and distribution grow after the acquisition. Constellation said any additional payments would be made over five years based on the

results of the SpikedAde business.

The company’s announcement also included the standard caution that forward-looking statements about expansion, integration, contingent payments, and future performance are subject to risks and uncertainties. It said actual results could differ from current expectations.

The acquisition was announced from Constellation’s headquarters in Rochester on Tuesday afternoon.