



FROZEN BEVERAGES CONTINUE TO GROW AS CONSUMERS SEEK QUICK, INDULGENT TREATS

Minute Maid®
97%
Brand Awareness¹

Minute Maid® Is the
#1
Juice/FDA brand in
FSOP in the Coca-Cola
System²

Minute Maid®
Frozen Aides **diversify**
frozen beverage
portfolios and add
incrementality
to frozen SSD lineups³

807M
servings of Frozen
Fruit/Other Slushy
annually⁴

+11%
growth on Frozen
Fruit/Other Slushy vs.
year ago⁴

Nearly
1 in 3
consumers ages 18-34
have had a frozen slushy
in the past 3 months⁵

MENU PENETRATION

Lemonade is found on
**61% of menus in
U.S. restaurants⁶**



**+46% growth in
Hibiscus flavor
(beverage & food)⁶**

Product	Package	Minute Maid SAP	Price
Minute Maid Frozen FCB Hibiscus Lemonade	2.5-gal Bag-in-Box	412188	Reference Distributor Price List

Sources: 1. Bev360 Aided Brand Awareness rolling 12 m/e Dec 2020. 2. MFE, EQ Shipments 2021. 3. Frozen Flavors BASES Variety Rank & Sort, Nielsen IQ, October 2022 (QSR consumers past 3 months who are open to frozen beverages). 4. NPD CREST 12MMT Feb 2022. 5. Technomic Away From Home Cold Beverage Report, Spring 2021. 6. SNAP Datassential, 2022.

Hibiscus and Lemonade flavored
with other natural flavors.
Contains 0% juice.