

NEW

Topo Chico™

SABORES BRAND

NEW FLAVORS
MARCH 2025

From Mexico's authentic premium sparkling mineral water brand...

Topo Chico Sabores Flavored Sparkling waters
are a refreshing indulgence with an elevated taste



Real
Fruit Juice



No Added
Sugar



Signature
Minerality



Exceptional
Effervescence

Ingredients:

- Less than 15 calories per can
- ~1 gram of sugar per can
- No added sweeteners



Premium
Flavored
Unsweet
category
is growing¹
+15%



2 IN 5 Consumers say they
"love" Topo Chico³



81%

of category consumers
say Topo Chico is
"worth the cost"⁴



85%

of Topo Chico drinkers
say the brand is
"very authentic"⁵

DRIVE TRIAL AND CONVERSION:

Recruit new Sparkling
water drinkers with new
flavors & drive brand
incidence among current
category consumers

SKUs:

- 12oz 8PK
- 12oz slim can

FLAVORS:

- Raspberry with Lemon
- Tropical Mango

NEXT STEPS:

Unlock new sales
opportunities with new
flavors in displays,
coolers, and cold vaults

Topo Chico SABORES

- **Premium Flavored Unsweet Sparkling Water is a \$430M category** with a projected CAGR of 12.5%¹ through 2030; it's one of the fastest-growing subcategories within Sparkling Water.

Flavor variety is the **#1 purchase driver²** for flavored sparkling waters

- **Consumers selected raspberry lemon and tropical mango in focus groups as their top flavor choices.** The Sabores 5 flavor lineup will drive new consumers to the brand and increase in-store foot traffic.



SUPPORTED BY A ROBUST MARKETING CAMPAIGN



Topo Chico SABORES BRAND
2024 National Restaurant Association FABI Award Winner



MERCHANDISING RECOMMENDATIONS

Large Store & Walmart:

- Merchandise in the Premium Sparkling water category adjacent to Flavored Sparkling Water
- Off-Shelf: Shippers, Side stacks, & Endcaps
- Import section of the Cold Vault

Topo Chico Motherbrand Strategy

- Displays inclusive of Topo Chico Mineral Water, Topo Chico Sabores, & Topo Chico Mixers where applicable

CHANNEL:

- Primary: Large Store, Walmart, Mass sparkling water set
- Secondary: FSOP (select channels), CR, Drug