



Product designs subject to change

Sprite

+Tea

NEW LIMITED TIME OFFER

20oz MAY 19 – AUG 17
12oz 12PK MAY 19 – OCT 12

**THE CUT-THROUGH
REFRESHMENT OF SPRITE**

+

DELICIOUS TASTE OF ICED TEA

Our latest summer LTO
doubles down on Sprite's
growth & innovation
momentum:

+13%

Sprite line-up
3-year
growth¹

Sprite is the

#1

most preferred
beverage brand
with Gen Z²

Consumers agree...

we're brewing something special with Sprite + Tea!

79%

purchase intent
among SSD intenders
(category expansive)³

81%

purchase intent
among Sprite
Intenders³

74%

agreed has
ingredients I like
(blending refreshment)³

DRIVE CONVERSION:

Sprite + Tea is a
category-expanding
innovation focused on
recruiting drinkers into
the Sprite line-up and
driving frequency with
occasional SSD drinkers

SKU:

- 12oz 12PK
- 20oz PET
- Zero Sugar 12oz 12PK
(Bottler Option)

NEXT STEPS:

Spotlight this exciting,
unique Limited Time
Offer in your lobby,
perimeter and endcap
displays

Source: 1) Nielsen Scanning Cal Yr 2017 -
2023 w/e 12/30/23, FY 2020-2023 3-YEAR
CAGR (Compound Annual Growth Rate).
2) 2023 "Gen Z Most Loved Brands" –
Morning Consult, published Dec 2023.
3) NIQ BASES QP & Volume Report May
2024

Sprite + Tea delivers the **BEST OF BOTH WORLDS**

Sprite's iconic lemon-lime taste and carbonation + iced tea flavor

MARKETING SUPPORT:

Our new Sprite + Tea LTO* delivers an elevated refreshment experience, surrounded by powerful national campaign.



TARGET CONSUMERS:

- Multicultural Gen Z target consumers seeking variety and “what’s next”
- Occasional SSD drinker who is looking for category blurring refreshment

We are tapping into our Target Consumers' existing behaviors and preferences:

32%

already drinking
RTD Tea
(1.6x higher
than average)¹

394x

existing purchase
interaction
between Sprite
and nearest flavor-
driven tea**

IN-STORE
ACTIVATION



Sprite + Tea 20oz PET



Sprite + Tea 12oz 12PK



Sprite + Tea Zero 12oz 12PK



MERCHANDISING RECOMMENDATIONS

CHANNELS:

Large Store

- Lobby
- Perimeter
- End Cap
- SSD Set (12pk FS/ZS - 8/18 - 10/12)
- Merchandising units/shipper

Convenience Retail

- Incremental cold availability in cold vault, impulse and counter coolers.

FS&OP MERCHANDISING STRATEGY

- Cold Placement POS
 - Focus on 20oz for on premise

MARKETING TOOLS

- Creative hook rooted in intrinsic experience, disruptive shopper program, social, digital, high impact Out of Home, website takeover
- Merch tools and POS

FPO

*Limited Time Offer **Nearest competitor is Arizona Source: 1) MRI Fall 2023 Doublebase.