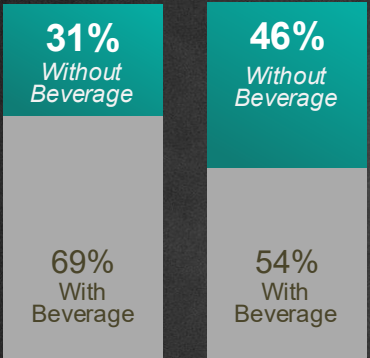


FS&OP: Why Bottles?

Capture Foodservice and Off-Premise occasions and drive beverage attachment

THE OPPORTUNITY¹:






46%
Opportunity Gap of Potential Beverage Incidence¹

72% of Foodservice Occasions are Off-Premise¹
34% Drive-Thru
29% Take-Out / Pick Up
9% Delivery



THREE ADDITIONAL ADVANTAGES TO BOTTLES:

-  **More Variety**
7% don't add a beverage because the restaurant didn't offer what they wanted²
-  **More Reach**
Both fountain and bottles play a distinct role
-  **More Profit**
Close the gap on off-premise visits through increased bottle attachment

Adding bottles increases consumer reach & drives incremental profit

Sources: 1) Circana Group/CREST, Total U.S. Restaurants (ex. QSR Snack), 12M YE Feb 2024 *Incidence Excludes Alcohol, Tap Water, Hot Chocolate, Smoothies, Milkshakes, Slushie, Yogurt Drinks 2) DINE, January 2024

Did you know that:
35% of consumers prefer to buy a bottle¹

Both fountain and bottles play a unique role for the consumer²

FOUNTAIN (Dine-In)

	Primarily with Food
	Value/Refills
	Unique Fountain Experiences
	Sparkling Iced Tea, Ades



BOTTLE (Off-Premise)

With or Without Food	
Quality	
Portability/ Resealable	
Enhanced Variety	



FS&OP Bottles: Success Stories



Customers that added 20oz. Bottles To Go realized sales and profit increases³:

4-5%
increase in beverage purchases

\$246
per month in profit from bottles

Customize with Customer Specific Data

BOTTLES PROFIT STORY

Estimated Daily Profit:

\$

Estimated Annual Profit:

\$

Use Gameplan or leverage your local profit calculator to provide an estimate that is specific to your customer.

Sources: 1) Vessel/Sustainability Study, November 2023 2) Average Retail Price. Medium Fountain 22oz Size vs. 20oz Bottle Size, 2020 Optimal Off-Premise Beverage Assortment Study; 3) FSR Customer Cooler Test. Fast Casual APT Testing Results, 2016.