

Minute
Maid

AGUAS FRESCAS

NEW FLAVOR
LIME



+43%

repeat rate on
current MM Aguas
Frescas
flavors¹

+82%

Purchase intent
among consumers
who tried MM Aguas
Frescas **Lime**
flavor²

Minute
Maid

MM Aguas Frescas is a vibrant part of
the powerful Minute Maid trademark

#1

FRUIT DRINKS &
ADES TRADEMARK³



1 in 2

HOUSEHOLDS DRINK
MINUTE MAID⁴



Latin-American
Inspired Refreshment
on-the-go!

- Made with
real fruit juice
- Caffeine free
- Non-carbonated
- 90 calories per 16oz
can

SKU:
16oz cans

New Flavor:
Lime (will replace
Hibiscus flavor)
Order of entry:
Strawberry, mango,
lime

NEXT STEPS:
Delight consumers
with the complete
Aguas Frescas portfolio
and drive household
penetration and
frequency.

Source: 1) Nielsen, Trial & Repeat, MM Aguas Frescas 16oz, Data through P17 2024. 2) Nielsen Bases Quick Use Report, September 2021. 3) Nielsen, Total AMC, L52W ending July 18, Chilled and Shelf Stable Fruit Drinks & Ales brand. 4) Numerator Minute Maid Household Penetration 2021.



AGUAS FRESCAS

CONSUMER TARGET:

Gen-Z consumers who seek beverage variety and value a sense of discovery & global flavors.

Key Insights:

- 72% of Gen-Z are looking for new experiences and sensations to liven up their days¹



REASONS TO BELIEVE:

- Lime provides an incremental reach of +6.5% to MM Aguas Frescas³
- Lime is the 5th most sold NARTD flavor

Source: 1) Kantar Global Youth Spotlight Food & Bev 12/19. 2) Kroger data, MM Aguas Frescas 16oz, L52W ending April 26 2024. 3) Ipsos, 16oz Minute Maid Aguas Frescas, Duel Study, 2023. 4) Nielsen, Total AMC, KO Key Flavors, Lime #5 NARTD flavor, Units, L52W ending Jan 31, 2024

**BOLD FLAVOR VARIETY
MADE WITH REAL FRUIT JUICE**

**ONLY 90 CALORIES
PER 16oz SERVING!**



**GLOBAL INSPIRATION
LATIN AMERICAN HERITAGE
THE RIGHT FLAVORS
PLAYFUL AF TONE
BRIGHT AND MODERN VIS**

MERCHANDISING RECOMMENDATIONS:

Convenience Retail:

- Merchandise in Cold Vault with Juice Drinks in the Juice and/or Tea Door
- Merchandise next to Arizona Fruit Juice Cocktails and Snapple Fruit Drinks

Additional POIs:

- Cold: Impulse or innovation cooler, ice barrel
- Ambient: Perimeter shipper or countertop shipper

Large Store:

- Merchandise in beverage aisle in the RTD, single-serve Refreshment Tea set
- Merchandise next to Arizona Fruit Juice Cocktails and Snapple Fruit Drinks

Additional POIs:

- Cold availability in open air and in-line coolers
- Perimeter shipper displays
- Merchandising solutions to be provided