

Minute Maid®

REFRESHMENTS

- ▶ #1 line-up in Fruit Drinks & Ades in CR
- ▶ Minute Maid is the Coca-Cola Portfolio's third fastest-turning 20oz SKU*

BASE FEATURES/INGREDIENTS:



Real Fruit Juice



Zero Sugar Availability



Caffeine-Free



Non-Carbonated



Primary Flavors



Lemonade



Blue Raspberry



Pink Lemonade



Fruit Punch



Lemonade Zero Sugar

Available SKUs (Availability varies by flavor, package, and channel)



20oz PET



12oz 12-pack



12oz 6-pack & 4-pack



16.9oz 6-pack



2 Liters



1.25 Liters



7.5oz 6-pack & 30-pack

Minute Maid Refreshments

5.4% of Fruit Drinks & Ades Category

22% of consumers are Gen-Z / Millennials, 1.4x higher than the total shopper average

15.1% Growth
(YTD AMC)

#1
Shelf-Stable Lemonade

#1
Fastest Growing
20oz in NAOU (YTD AMC)**

61% of consumers perceive MMR as more "Permissible" (healthier) than other options