

NEW!

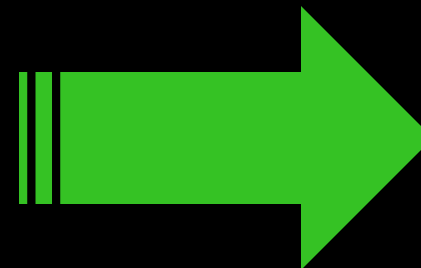
LIMITED TIME OFFER!

AVAILABLE NATIONALLY IN MAY 2025

POWERADE ADE XTRA SOUR

INTRODUCING:
POWERADE XTRA SOUR
GREEN APPLE FCB

FROM READY TO DRINK SUCCESS
TO POWERADE'S FIRST FCB
INNOVATION!



2.3M
POWERADE
SOURS GREEN
APPLE RTD UNITS
SOLD IN 2024*

SOUR FLAVORED
BEVERAGES
OUTPACE ALL
OTHER FLAVORS
(Nielsen AMC Q1 2023)

\$3.1M
POWERADE
SOURS GREEN
APPLE RTD SOLD
IN 2024*

SOURS
SHOPPERS ARE
YOUNGER, MORE
DIVERSE, AND
LARGER FAMILIES
(Numerator w/e 5/1/24 – 8/11/24)

*POWERADE SOURS RTD are currently in the market. Nielsen sales as of w/e 8/31