

Simply®

Single Serve

✓ Non-GMO ✓ Made with Real Fruit Juice ✓ Gluten Free ✓ Not from Concentrate



Simply is the
**#1 chilled juice
brand**

Meets
the **range of
occasions** CR
consumers are
looking for

Delivers
premium value
in CR **+4.3%**
spend per trip

The perfect on-the-go refreshment.



Uniqueness



+6 pts

Modern Brand



+10 pts
vs top competitor

Buy Rate



+6%

Simply Single Serve Portfolio Delivers Naturally Delicious Refreshment For Occasions Across Dayparts



Case UPC



Case UPC



Case UPC



Case UPC



Case UPC



Case UPC



Case UPC



Case UPC



Unit UPC



Unit UPC



Unit UPC



Unit UPC



Unit UPC



Unit UPC



Unit UPC



Unit UPC

Route to Market: WH, Chilled

Case Count: 12

Shelf Life: 90 days

SKUs: 11.5oz Carafe



Cold beverages
sales growth
outpaced hot
beverages **+15%** vs +11%
in 2022. ¹



Simply is the **#1**
fastest
turning
CH OJ TM in **CR** ⁴

Classified- Confidential

Sources: 1: 2023 Technomic, Inc. 2023 Beverage Navigator, 2. BEACH 3ME March 2024, 3. Numerator L52 w/e 3/24/2024, 4. Nielsen L52 W/E 5.25.24 Simply OJ TM (\$/TDP)