



Nutrition On-the-Go

PERFORMANCE:



**#1 SS
VAD SKU in CR³**

MARKETING:

fairlife ultra-filtered milk 14oz single serve will leverage the power of the Masterbrand to recruit new households with our 50% more protein & 50% less sugar proposition.

Dedicated marketing investment to capture shoppers in on-the-go channels & key occasions.

VARIETY:

14oz Chocolate, Strawberry & 2% White



70%
of fairlife users
are interested
in purchasing
fairlife in an
on-the-go
bottle.²

Better Taste & Nutrition

✓ **Consumer Preferred Taste¹**



✓ **50% More Protein and 50% less sugar
than conventional milk**

Fastest growing single serve milk brand in CR!

+25%

Dol Vol vs YA

+14%

Unit Vol vs YA

+9%

Unit Velocity vs YA

Grow Basket Size with Incremental Occasions & Pairings

fairlife is
SIGNIFICANTLY MORE
consumed as a
“food pairing” vs. Nesquik⁵



Average Basket Size
90% LARGER
When UFM 14oz is included⁴



Avg Basket Units (all shoppers): 2.9
Avg Basket Units (UFM shoppers): 5.5

**3.2
MM⁶**
HOUSEHOLDS
reached in
shelf stable
dairy category