

ANYTHING
BUT SUBTLE™

SPARKLING
ICE®

March Retailer Update

2024



BLACK
RASPBERRY

SPARKLING ICE®

Starburst™



The Juiciest Collab.

Available to Order Now...!

Sparkling Ice® STARBURST™ Portfolio

TIMING:

2024



17 oz Single

17 oz Single

17 oz Single

17 oz Single



Description:

What happens when two fruity, juicy worlds collide? You get four new Sparkling Ice® flavors packed with all the mouthwatering juiciness of STARBURST® fruit chew candies. Introducing Sparkling Ice STARBURST™, available in four classic STARBURST® flavors: Strawberry, Cherry, Orange, and Lemon.

Insights:



STARBURST® flavors are showing to be highly incremental to the existing Sparkling Ice portfolio.



Both STARBURST® and Sparkling Ice over-index with the fastest growing and most influential buyer group - Gen Z - who is always on the hunt for new and exciting innovation.¹



STARBURST® is a most-loved brand by Gen Z gatekeepers and Gen X moms.²

STARBURST® is the #2 brand in chewy confections.²

National SI Rewards Anything But Subtle Sweepstakes

Overview

- We want to create a multi-retailer led program that is rooted in shopper insights, excites our buyers, sales counterparts, and DSD partners. The Sparkling Ice Rewards Anything But Subtle Sweeps will engage consumers and shoppers into wanting to participate in the opportunity to enter our Sweeps Grand Prize AND weekly prize drawings.
- To enter, you must be a Sparkling Ice Rewards Member and earn a chance to win by completing activities on SI Rewards (each activity completed earns one sweepstakes entry) and/or redeem your punch card for ten (10) additional sweepstakes entries.
- Grand Prize: \$1,000 Gift Card
- Weekly Prize: \$100 Gift Card

Objectives

- Position the sweepstakes to drive sales back to participating retailers
- Provide winners the option to select a GC from a participating retailer of their choice!
- Increase Sparkling Ice Rewards registrations
- Drive consumer engagement with Sparkling Ice loyalty program
- Collect first-party data to understand our consumers on a 1:1 basis

Program Support

- Sweepstakes:
 - Weekly Prizes: (1) weekly winner for duration of promotion for \$100 gift card from a participating retailer of the winner's choosing
 - Grand Prize: (1) winner will receive a \$1,000 gift card in the form of a Visa Prepaid Card
- Online:
 - Hosted on SparklingIceRewards.com
 - Email Marketing
 - Organic and Paid Social Media
- In-Store:
 - Program-Specific POS Case Cards & Wobblers [found here](#)

Program Dates: 1/1/24 – 3/31/24



SHOPPER
INSIGHT

When asked what type of sweepstakes do you typically participate in, 78% of consumers said big or small they want cash prize or shopping gift cards.

ANYTHING
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SPARKLING
ICE®

National Chain Update

Sparkling Ice 17oz ss Rollback \$.97

Timing: 02/12/24 – 05/05/24



Pricing & Offers

Promotional/TPR Pricing:			
Package	Timing	Retail	Retail Margin %
SI 17oz ss	02/12 - 05/05	\$.97	29%



Ad Features/Display/POS Activity

DISPLAY LOCATION:

Local Sell In – Action Alley Recommended 295cs



Actionable Items

SELLING INSIGHTS:

- ❑ Sparkling Ice #1 selling sparkling water brand
- ❑ Sparkling Ice 17oz ss Vol grew +20% in 2023 Rollback
- ❑ Sparkling Ice Variety 12pks grew+12% during Rollback

PROGRAM TIMING:

- ❑ 01/02/24 – 02/09/24: Sell in displays to stores
- ❑ 02/05/24 – Off Invoice to Walmart starts & Displays delivered
- ❑ 02/12/24 – 05/05/24 – Rollback \$.97 pricing
- ❑ 05/12/24 – Off invoice discount ends

ACTION ITEMS: APPROVED NEW FLAVORS



Walmart 17oz Rollback Shopper Marketing Support



Overview

- We are amplifying the Sparkling Ice 17oz Rollback online & in-store, using creative messaging and product selections for our target audiences to drive acquisition & buy rate
- Digital support includes onsite and offsite display, as well as search, and drives shoppers to a shoppable Sparkling Ice brand shop on Walmart.com for a cohesive brand experience
- In-Store support includes a Walmart-exclusive Spring Fling Sweepstakes with Walmart Gift Card Prizes by entering at www.sparklingice.com/springflingsweeps

Objectives

- Drive Online & In-Store Awareness and Discovery
- Grow Household Penetration, and Dollars/Trip & Frequency Buy Rate
- Gain Incremental Display Space through Walmart-Exclusive Program
- Drive market share and conversion

Program Support

- Offer: Sparkling Ice 17oz at \$0.97 (Rollback)
- In-Store Sweepstakes:
 - One (1) \$500 Walmart Gift Card
 - Five (5) \$100 Walmart Gift Cards
 - Ten (10) \$50 Walmart Gift Cards
- Retail Media through Walmart Connect:
 - Reach guests on and off Walmart.com and drive them to a shoppable Sparkling Ice shelf page on Walmart.com
 - Customized messaging to align with shopper needs and increase basket size
 - Contextual and Behavioral targeting across Carbonated Soft Drink Purchasers, Sports and Energy Drinks, SI Current and Lapsed Purchasers, Sparkling & Bottled Water Searchers, SI Propensity Audiences, and Deal/Savings Seekers
- Approved In-Store POS/Display Support:
 - Walmart-Provided Rollback POS & Sparkling Ice National POS Display
 - Walmart-Exclusive Program POS templates will be available for DSD to print, *with a link to be provided here by 2/2/24* (no direct shipments)

Program Dates: 2/12/24 – 5/5/24

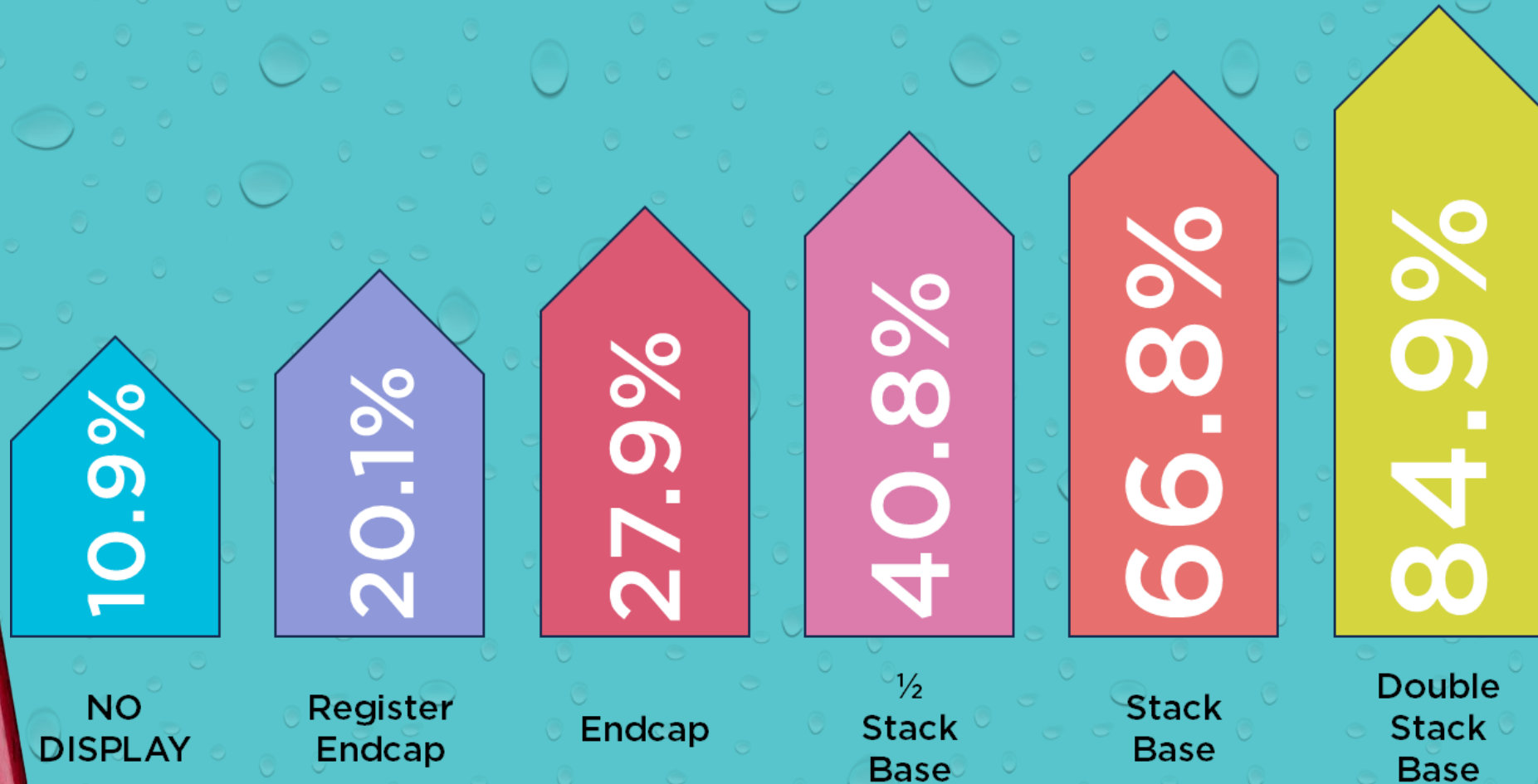


Walmart uses rollback pricing, a tactic that sees the retailer offer temporary discounts on select items over peak seasons. This is an effective way to drive customers into their stores and online, as it offers them substantial savings that they may need help to get elsewhere.

It also creates a sense of urgency in customers, who may feel under pressure to capitalize on the offer before it expires. Such a strategy can be especially effective in attracting new customers while encouraging existing ones to return and make impulse purchases.



2023 Rollback Sales Lift



**ANYTHING
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Retail Link 17oz ss 4wk Sales Ending 8/25/23 vs 30wk sales ending 07/28/23

TARGET PRIORITIES

PROMOTIONS

2024	February	March	April
17oz	TPC 5/\$5	TPC 5/\$5	TPC 5/\$5
	(1/28 - 2/24)	(3/3 - 3/16)	(4/14 - 4/27)
12pk 17oz	TPC \$10.99	TPC \$10.99	TPC \$10.99
	(1/14-2/10)	(3/17 - 3/30)	(4/28 - 5/18)
16oz +Caffeine	4/\$5.00	4/\$5.00	4/\$5.00
	(2/18 - 4/7)	(2/18 - 4/7)	(2/18 - 4/7)

CURRENT ACTIVITY

Mini Seasonal - GAME DAY
(12/31 thru 2/17) - 929 stores



Starburst End Cap
(1/28-2/24) 370 stores



UPCOMING PRIORITIES

Place Starburst into ALL
Vendor Choice locations
(1/28 thru 4/1)



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16oz Side Cap Display
(2/18 thru 4/7)
1,776 stores



Savor Spot 12pks
(2/18 thru 3/10)
84 stores



Starburst Side Cap
(2/25 thru 3/31)
482 stores



Summer Mini Seasonal
(3/31 thru 7/14)
1673 stores





SI 17oz Single 5/\$5 Starburst Endcap



Timing: 1/28 – 2/24/24

Pricing & Offers

Promotional/TPR Pricing:

Package	Timing	Retail	Retailer Margin %
Sparkling Ice SB 17oz	01/28/24	5/\$5	32%

Ad Features/Display/POS Activity

NATIONAL SI REWARDS “ANYTHING BUT SUBTLE SWEEPSTAKES”

- Hosting on sparklingicerewards.com
- Email Marketing
- Organic and Paid Social Media



DISPLAY LOCATION:

Endcap – 370 Stores



Actionable Items

PROGRAM DESCRIPTION:

- ☐ Four-week SI 17oz 5/\$5 Starburst Endcap

SELLING INSIGHTS:

- ☐ Brand new items so we are excited to see what kind of unit lifts we see from everyday SS business.
- ☐ Looking to sell approximately 212,000 units per week

PROGRAM TIMING:

- ☐ Sell into Stores week of 1/28 – 2/24/24 – Endcap Display
- ☐ Promo – 5/\$5 – 1/28 – 2/24/24

ACTION ITEMS





SI + Caffeine 16oz Singles Sidecap 4/\$5.00



Timing: 2/18 – 4/7/24

Pricing & Offers

Promotional/TPR Pricing:

Package	Timing	Retail	Retailer Margin %
SI + Caffeine 16oz	02/18/24	4/\$5	33%

Ad Features/Display/POS Activity

NATIONAL SI REWARDS “ANYTHING BUT SUBTLE SWEEPSTAKES”

- Hosting on sparklingicerewards.com
- Email Marketing
- Organic and Paid Social Media

DISPLAY LOCATION:

Sidecap Display - 1776 Stores



Actionable Items

PROGRAM DESCRIPTION:

- ☐ 7-week SI + Caffeine 16oz Sidecap 4/\$5

SELLING INSIGHTS:

- ☐ Looking to sell on average 53,000 units a week.
- ☐ Sales unit lift with this display anticipating 1.6 to 1.7.
- ☐ Sales dollar lift with this display anticipating 1.6.
- ☐ First time executing new promo strategy of 4/\$5.

PROGRAM TIMING:

- ☐ Sell into Stores week of 2/18 – 4/7/24 Sidecap Display
- ☐ Promo 4/\$5 – 2/18 – 4/7/24

ACTION ITEMS





Target Savor Spot 12pk Variety Program

Pricing & Offers

Promotional/TPR Pricing:			
Package	Timing	Retail	Retailer Margin %
Variety 12pk	2-18-24	\$11.59	17%

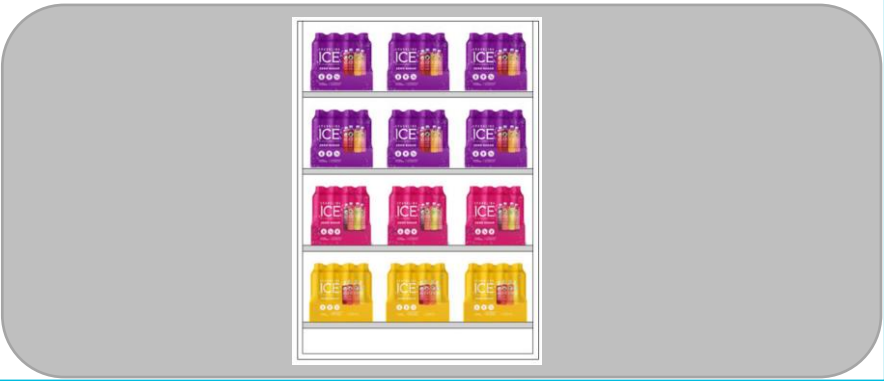
Ad Features/Display/POS Activity

RETAIL MEDIA – ROUNDEL.CRITEO

- Increase Household Penetration & Dollars/Trip Buy Rate (40% / 60% split 60% split)
- Drive market share and conversion

DISPLAY LOCATION:

Display – 84 Stores



Actionable Items

PROGRAM DESCRIPTION:

- ❑ Savor Spot 12pk Variety \$11.59

SELLING INSIGHTS:

- ❑ Savor Spot 1.5 unit & 1.4 dollar lift in 2023.
- ❑ Savor Spot in 2023 did 30.9% in Incremental dollars.

PROGRAM TIMING:

- ❑ Sell into Stores week of 2/18 – 3/10/24 – Savor Spot Display

ACTION ITEMS





SI Starburst Endcap 17oz Sidecap

Timing: 2/25 – 3/30/24



Pricing & Offers

Promotional/TPR Pricing:

Package	Timing	Retail	Retailer Margin %
Sparkling Ice SB 17oz	02-25-24	\$1.19	32%

Ad Features/Display/POS Activity

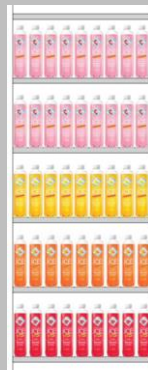
NATIONAL SI REWARDS “ANYTHING BUT SUBTLE SWEEPSTAKES”

- Hosting on sparklingicerewards.com
- Email Marketing
- Organic and Paid Social Media



DISPLAY LOCATION:

Sidecap – 482 Stores



Actionable Items

PROGRAM DESCRIPTION:

- ☐ Five-week SI 17oz Starburst Sidecap

SELLING INSIGHTS:

- ☐ Brand new items so we are excited to see what kind of unit lifts we see from everyday SS business.
- ☐ Looking to sell approximately 126,000 units per week

PROGRAM TIMING:

- ☐ Sell into Stores week of 2/25 – 3/30/24 - Sidecap
- ☐ Promo 5/\$5 - 3/3 – 3/16/24

ACTION ITEMS





Target 2024 Calendar



2024		January	February	March	April	May	June	July	August	September	October	November	December
NAT'L POS DISPLAY		New Year	Super Bowl	March Madness	Flavor Lab	Starburst	Summer Americana, Starburst	Summer Americana, Mission Foods	Back to School, Starburst	Back to School	Fall / Halloween	Winter LTO	Winter LTO
17 OZ	TPC	1/7 - 1/20 5/\$5	1/28 - 2/24 5/\$5	3/3 - 3/16 5/\$5	4/14 - 4/27 5/\$5	5/19 - 6/1 5/\$5	6/2 - 6/15 5/\$5	7/7 - 7/20 5/\$5	8/4 - 8/17 5/\$5	9/15 - 9/28 5/\$5	10/13 - 10/26 5/\$5	EDLP \$1.19	EDLP \$1.19
12 PK	TPC	1/14 – 1/27 \$10.99	1/28 - 2/10 \$10.99	3/17 - 3/30 \$10.99	4/28 – 5/18 \$10.99	4/28-5/18 \$10.99	6/16 - 7/6 \$10.99	7/21-8/3 \$10.99	8/18 - 8/31 \$10.99		9/29 - 10/12 \$10.99		11/24 - 12/28 \$10.99
+C 16 OZ	TPC	1/14-1/27 10%	2/18 – 4/7 4/\$5.00	2/18 – 4/7 4/\$5.00	2/18 – 4/7 4/\$5.00	5/12-5/25 10%		7/7-7/20 10%	8/11-8/24 10%		10/6-10/19 10%		
CRITEO		Search (Always-On)											
ROUNDEL MEDIA		X	X	X	X	X	X	X	X	X	X	X	X
TARGET IN-STORE		X	X			X	X	X	X	X		X	X

Anything But Subtle

Overview

- In a world crowded with bland sparkling waters and empty sodas, we're putting new emphasis on big flavor and big benefits to ignite big growth.
- 3x (\$32M) National Media to recruit a new generation of Flavored Sparkling Water Drinkers directly from CSD.
- Exciting brand partnerships that will reach new consumers.
- Flavorful innovation Sparkling Ice fans will love.

Objective

- Bring new HH's to the Sparkling Ice family directly from CSD category
- Develop brand awareness and sentiment
- Create loyalty with current brand buyers by emphasizing better for you benefits

Program Support

- **KPM Support:**
 - Offsite & Onsite Media
 - Shoppable Brand Page
- **Recommended In-Store POS/Display Support:**
 - National POS Case Cards, Wobblers, Pallet Corners, etc.

Program Dates: 1/1/24 – 12/31/24



2024 Kroger best customer communication



Overview

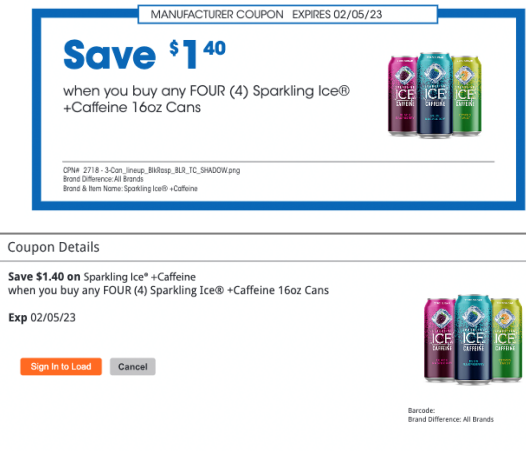
- Offers will be delivered via direct mail or email based on the shopper's preference.

Program Dates: See Grid

Objectives

- Drive incremental sales and increase basket size

LCM	OFFER DATE	EXP DATE	PACKAGE	OFFER
LCM 2402	2/29	3/31	+Caff 16 oz. Singles	Buy 3, Get 1 Free +Caff 16 oz. single serve
LCM 2402	2/29	3/31	17 oz. Singles	Buy 8, Get 2 Free 17 oz. single serve
LCM 2405	6/6	7/7	+Caff 16oz. Singles	Buy 3, Save \$1 on +Caff 16 oz. single serve
LCM 2405	6/6	7/7	12pk	Save \$2 on 1, 12pk
MyMag 2402	5/16	7/28	TBD	TBD
LCM 2406	7/4	8/4	12pk	TBD
LCM 2407	8/1	9/1	12pk	TBD
LCM 2409	10/3	11/3	17 oz. Singles	TBD
LCM 2410	10/31	12/1	+Caff 16 oz. Singles	TBD
LCM 2411	12/5	1/5	12pk	TBD



ANYTHING
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Regional Chain Update

PROMOTIONS

2023	February	March	April
17oz	UAD 5/\$5 (2/11-3/2)	UAD 7/\$7 (3/3-3/16)	UAD 5/\$5 (3/17-4/20)
12pk 17oz	\$10.99 (1/28-2/10)	\$10.99 (3/17-3/30)	\$10.99 B5S\$5 (3/31-4/13)
16oz +Caffeine	EDLP \$1.48	UAD \$1.39 (3/10-3/23)	EDLP \$1.48
12oz ENERGY	EDLP \$2.25	TPR 2/\$4 3/3-3/30	mPerk B2G1F 4/14-4/27

CURRENT ACTIVITY

MEIJER Buy5 Save \$5
2/11 - 3/2
5/\$5 Retails
½ Pallet Display Callout

STARBURST LAUNCH



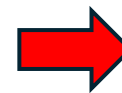
5/\$5

UPCOMING PRIORITIES

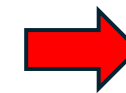
- (1) Week ALL 17oz 2/18 - 3/2**
 - Book - Case Display (247)
 - 5/\$5 MB5
- (2) Week UAD Event 3/3 - 3/16**
 - ½ Pallet Display Call-Out (ALL)
 - 7/\$7 W/mPerk Save \$1
- (3) Week Ad ALL 17oz 3/17 - 4/20**
 - ½ Pallet Display Call-out (ALL)
 - 5/\$5 MB5



5/\$5



7/\$7



5/\$5

February / March Planning

Package:	Feb. Wk. 1	Feb. Wk. 2	Feb. Wk. 3	Feb. Wk.4
	1/28- 2/3	2/4 – 2/10	2/11 – 2/17	2/18 - 2/24
17.oz SS	EDLP \$1.15	EDLP \$1.15	EDLP \$1.15	EDLP \$1.15
Cost: \$9.72			5/\$5 MB5	5/\$5MB5
12pk. Variety	\$11.99	\$11.99	\$11.99	\$11.99
Cost: \$9.60	UAD \$10.99 B5S\$5	UAD \$10.99 B5S\$5		
16oz + Caffeine	\$1.48	\$1.48	\$1.48	\$1.48
Cost: \$12.00				\$1.39
1 Liters	\$1.89	\$1.89	\$1.89	\$1.89
Cost:\$15.00	TPR 3/\$5			
M Perk Event				

Package:	Mar. Wk. 1	Mar. Wk. 2	Mar. Wk. 3	Mar. Wk.4	Mar. Wk. 5
	2/25-3/2	3/3-3/9	3/10-3/16	3/17-3/23	3/24-3/30
17.oz SS	EDLP \$1.15	EDLP \$1.15	EDLP \$1.15	EDLP \$1.15	
Cost: \$9.72	5/\$5MB5	7/\$7 UAD Event	7/\$7 UAD Event	5/\$5MB5	5/\$5MB5
12pk. Variety	\$11.69	\$11.69	\$11.69	\$11.69	
Cost: \$9.60				UAD \$10.99	UAD \$10.99
16oz + Caffeine	\$1.48	\$1.48	\$1.48	\$1.48	
Cost: \$12.00			TPR \$1.39	TPR \$1.39	
12OZ ENERGY	\$2.25	\$2.25	\$2.25	\$2.25	\$2.25
Cost:\$19.20		2/\$4	\$2/\$4	2/\$4	2/\$\$
M Perk Event					

❖ 12pk Variety : \$10.99 (1/28 - 2/10)

- Buy 5 Save \$5 Event (1/2 Pallet)

❖ 17oz Singles: 5/\$5 AD (2/11 - 2/17)

- Starburst Launch (1/2 Pallet)

❖ 17oz Singles: 5/\$5 (2/18 – 3/2)

- Starburst Bookcase Display (247 stores)

❖ 17oz Singles: 7/\$7 UAD (3/3-3/16)

- 17oz Singles 5/\$5 UAD (3/17-4/20)



Timing :

January 28th THRU February 10th

Package :

Sparkling Ice 17oz Singles Serve

Pricing :

\$10.99
Buy (5) Save \$5

Display
Requirements :

½ Pallet Display



Timing :

February 11th THRU February 17th

Package :

Sparkling Ice 17oz Singles Serve

Pricing :

5/\$5 MB5

Display Requirements :

➤ ½ Pallet Display



❖ Sparkling Ice Core 17oz MUST BE 60% of Display



Timing :

February 19th THRU March 2nd

Package :

Sparkling Ice 17oz Singles Serve (ALL)

Pricing :

5/\$5 MB5

Display Requirements :

➤ Bookcase Display



Timing :

March 3rd THRU March 16th

Package :

Sparkling Ice 17oz Singles Serve

Pricing :

7/\$7

Display Requirements :

½ Pallet Display



❖ Sparkling Ice Core 17oz MUST BE 60% of Display



Starburst Activation & Display Plan (Feb-May)

February



3/3-3/16 7/\$7 UAD
Pallet Displays
3/17 POG Revisions
3/17-4/20 5/\$5 TPR

April

85/15 17oz Core
& Starburst
Pallet Program
FY Support

2/11-2/17 (1) week AD
5/\$5 Pallet Display
2/18-3/2 (2) week
5/\$5 Bookcase Display



March



4/28 - 5/11 7/\$7 UAD
Pallet Displays 60/40

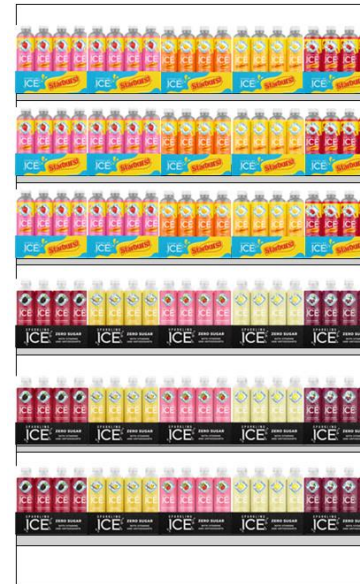
May



FY 85/15 (ISO) PROGRAM

Incremental Selling Opportunity

Buyer has APPROVED for FULL YEAR Selling Opportunity in Weekly Store Playbook



2024 TPR/Ad Calendar



Giant Eagle		Start Date	End Date	Price to Retail	Retail \$	Margin/ Unit \$	Margin %
	17oz	1/4/2024	1/17/2024	\$9.24	10/\$10	\$0.23	23%
	17oz	1/18/2024	1/31/2023	\$10.10	4/\$5.00	\$0.41	33%
	17oz	2/1/2024	2/14/2024	\$9.24	10/\$10	\$0.23	23%
	17oz	2/15/2024	2/21/2024	\$10.10	4/\$5.00	\$0.41	33%
	17oz	2/22/2024	2/28/2024	\$9.24	10/\$10	\$0.23	23%
	17oz	2/29/2024	3/6/2024	\$10.10	4/\$5.00	\$0.41	33%
	17oz	3/7/2024	3/13/2027	\$9.24	10/\$10	\$0.23	23%
	17oz	3/14/2024	4/3/2024	\$10.10	4/\$5.00	\$0.41	33%
	17oz	4/4/2024	4/17/2027	\$9.24	10/\$10	\$0.23	23%
	Variety 12pks	1/4/2023	3/27/2024	\$9.72	\$11.99	\$2.27	19%
	Variety 12pks	3/28/2024	4/3/2024	\$9.00	\$10.99	\$1.99	18%
	Variety 12pks	4/4/2024	5/8/2024	\$9.72	\$11.99	\$2.27	19%
	Variety 12pks	5/9/2024	5/15/2024	\$9.00	\$10.99	\$1.99	18%
	Variety 12pks	5/16/2024	5/22/2024	\$9.72	\$11.99	\$2.27	19%
	Variety 12pks	5/23/2024	5/29/2024	\$9.00	\$10.99	\$1.99	18%
	Variety 12pks	5/30/2024	6/26/2024	\$9.72	\$11.99	\$2.27	19%
	Plus Caffeine 16oz	1/4/2024	3/27/2024	\$12.00	2/\$3.00	\$0.50	33%
	Plus Caffeine 16oz	3/28/2024	9/11/2024	\$12.25	3/\$5.00	\$0.65	39%
	Plus Caffeine 4Pks	1/4/2024	3/27/2024	\$25.50	\$5.99	\$1.74	29%
		3/28/2024	8/14/2024	\$22.20	\$4.99	\$1.29	26%
	SI 1-Liters	1/4/2024	3/27/2024	\$16.08	\$2.00	\$0.66	33%
	SI 1-Liters	3/28/2024	6/19/2024	\$14.28	3/\$5.00	\$0.48	29%
	Plus Energy 12oz	1/4/2024	3/27/2024	\$17.40	2/\$4.00	\$0.55	27.5%
	Plus Energy 12oz	3/28/1934	5/22/2024	\$22.44	\$2.79	\$0.92	33%



Sparkling Ice® +Energy

Delivering Cleaner Energy

Description:

Sparkling Ice® +Energy delivers on full flavor and helps you maximize your potential with an excellent source of B vitamins, electrolytes, plus naturally sourced caffeine for that extra boost you need to perform your best.

Attributes:



Zero sugar



160mg natural caffeine



L-theanine to support focus



An excellent source of vitamins B5, B6, & B12



Electrolytes for functional hydration



Everyday:

Frontline Cost: \$22.44

SRP: \$2.79/unit ; 33%

Price Lock Through 3/24/24:

TPR Cost: \$17.40 ; \$1.45/unit (OI: \$5.04)

Price Lock: 2/\$4.00 ; 27.5%

2024 Expected Execution

New Innovation:

- 17oz Raspberry Lemonade
- 17oz Tea & Lemonade
- 16oz +Caffeine Tea & Lemonade
- 17oz Starburst (Orange, Cherry, Strawberry, Lemon)

2024 POG's

- 4' Sparkling Ice Portfolio Block Set – All Locations
 - Annual Slotting Fee
- 6 Facings of +Energy in the Energy Set
 - One-time POG fee to secure

Program Support: Innovation Items

- +Energy: 1/4/24 – 3/27/24 @ 2/\$4.00
- +Caffeine 4pks: 1/4/24 – 3/27/24 @ \$5.99
- SI 1-Liters: 1/4/24 – 3/27/24 @ 2/\$4.00

Ad Calendar

- 17oz singles will run 10/\$10 the first two weeks of each month through June.
- 17oz Variety Packs will run as follows:
 - Easter, Mother's Day, Memorial Day (2 wks), Father's Day, July 4th (2 wks), Labor Day (2 wks), Halloween, Thanksgiving, Christmas (2 wks)



WINTER OMNI

OVERVIEW

An all-encompassing corporate program to drive sales to the Sparkling Ice 17 oz packages

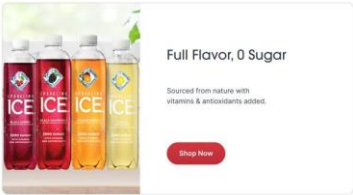
Program Support

- Key Products: Sparkling Ice 17 oz singles
- Mailer: \$1 of FOUR (4) SI 17 oz singles (220K HH's)
 - In Homes on 2/8/24
- On Platform:
 - Media (300k impressions)
 - Email (500k impressions)
 - Shoppable Products Page
- Off Platform:
 - Media (600k impressions)
- In-Store
 - Shelftalker – placed by retailer

Winter 2023 Results: display 13.5 million impressions; .20% CTR, Email: 1.4m imp, 1.4% CTR, 40% open rate, MVM: 3% redemption

Program Dates: 1/4/24 – 3/13/24

Digital Ads



Shelftalker



ANYTHING
BUT SUBTLE™



SPARKLING
ICE®

Micro-Regional Chain Update

DDM 17oz AD

Timing: 2/14 – 2/20



Pricing & Offers

Promotional/TPR Pricing:

Package	Timing	Retail	Retail Margin %
17oz Singles	2/14-2/20	10/\$10	23%



Ad Features/Display/POS Activity

DISPLAY LOCATION:

Local Sell:

- ☐ Upsell 17oz Singles displays (125 cs. or more)
- ☐ One store leads to more!



Actionable Items

PROGRAM DESCRIPTION:

- ☐ Should have sale tags up for sale price of 10/\$10
- ☐ Make sure shelf is fully stocked with backstock as well to fill

SELLING INSIGHTS:

- ☐ Make sure stores are aware of the AD
- ☐ Talk through margins
- ☐ Incremental displays are crucial to see an uplift vs. non-AD weeks

PROGRAM TIMING:

- ☐ 2/14-2/20 with retails to support
- ☐ ALL stores participating

ACTION ITEMS:

- ☐ Sell-into every store prior to 2/14 for 17oz Singles displays
- ☐ Connect with DSD partners on deliveries, building, and helping
- ☐ Send pictures upon completion of any display activity
- ☐ Make sure to enter all information into Wiser

Buehler's 17oz AD

Timing: 2/14 – 2/27



Pricing & Offers

Promotional/TPR Pricing:

Package	Timing	Retail	Retail Margin %
Starburst 17oz Singles	2/14-2/27	5/\$5 or 10/\$10	23%



Ad Features/Display/POS Activity

DISPLAY LOCATION:

Local Sell:

- ☐ Upsell 17oz Displays (125 cs. or more)
- ☐ One store leads to more!



Actionable Items

PROGRAM DESCRIPTION:

- ☐ Should have sale tags up for 5/\$5 or 10/\$10
- ☐ Make sure shelf is fully stocked with backstock as well to fill

SELLING INSIGHTS:

- ☐ Make sure stores are aware of the AD
- ☐ Talk through margins
- ☐ Incremental displays are crucial to see an uplift vs. non-AD weeks

PROGRAM TIMING:

- ☐ 2/14-2/27 with retails of 5/\$5 or 10/\$10
- ☐ ALL stores participating

ACTION ITEMS:

- ☐ Sell-into every store prior to 2/14 for 17oz displays
- ☐ Connect with DSD partners on deliveries, building, and helping
- ☐ Send pictures upon completion of any display activity
- ☐ Make sure to enter all information into Wiser

Buehler's 12pack AD

Timing: 3/27 – 4/9



Pricing & Offers

Promotional/TPR Pricing:

Package	Timing	Retail	Retail Margin %
All 12packs	4/3-4/16	\$10.99	18%



Ad Features/Display/POS Activity

DISPLAY LOCATION:

Local Sell:

- ☐ Upsell 12pack Displays (125 cs. or more)
- ☐ One store leads to more!



Actionable Items

PROGRAM DESCRIPTION:

- ☐ Should have sale tags up for \$10.99
- ☐ Make sure shelf is fully stocked with backstock as well to fill

SELLING INSIGHTS:

- ☐ Make sure stores are aware of the AD
- ☐ Talk through margins
- ☐ Incremental displays are crucial to see an uplift vs. non-AD weeks

PROGRAM TIMING:

- ☐ 4/3-4/16 with retails of \$10.99
- ☐ ALL stores participating

ACTION ITEMS:

- ☐ Sell-into every store prior to 4/3 for 12pack displays
- ☐ Connect with DSD partners on deliveries, building, and helping
- ☐ Send pictures upon completion of any display activity
- ☐ Make sure to enter all information into Wiser

Heinen's 17oz & 16oz AD

Timing: 2/21 – 3/5



Pricing & Offers

Promotional/TPR Pricing:			
Package	Timing	Retail	Retailer Margin %
17oz 16oz +Caffeine	2/21-3/5	10/\$10 3/\$4	23% 30%



Ad Features/Display/POS Activity

DISPLAY LOCATION:

Local Sell:

- ☐ Upsell both 17oz & 16oz Displays (125 cs. or more)
- ☐ One store leads to more!



Actionable Items

PROGRAM DESCRIPTION:

- ☐ Should have sale tags up for both packages
- ☐ Make sure shelf is fully stocked with backstock as well to fill

SELLING INSIGHTS:

- ☐ Make sure stores are aware of the AD
- ☐ Talk through margins
- ☐ Incremental displays are crucial to see an uplift vs. non-AD weeks

PROGRAM TIMING:

- ☐ 2/21-3/5 with retails to support
- ☐ ALL stores participating
- ☐ 10/\$10 is very important to upsell to stores

ACTION ITEMS:

- ☐ Sell-into every store prior to 2/21 for both packages on displays
- ☐ Connect with DSD partners on deliveries, building, and helping
- ☐ Send pictures upon completion of any display activity
- ☐ Make sure to enter all information into Wiser

Heinen's 17oz & 16oz AD

Timing: 4/24 – 5/7



Pricing & Offers

Promotional/TPR Pricing:

Package	Timing	Retail	Retail Margin %
17oz 16oz +Caffeine	4/24-5/7	10/\$10 3/\$4	23% 30%



Ad Features/Display/POS Activity

DISPLAY LOCATION:

Local Sell:

- ☐ Upsell both 17oz & 16oz Displays (125 cs. or more)
- ☐ One store leads to more!



Actionable Items

PROGRAM DESCRIPTION:

- ☐ Should have sale tags up for both packages
- ☐ Make sure shelf is fully stocked with backstock as well to fill

SELLING INSIGHTS:

- ☐ Make sure stores are aware of the AD
- ☐ Talk through margins
- ☐ Incremental displays are crucial to see an uplift vs. non-AD weeks

PROGRAM TIMING:

- ☐ 4/24-5/7 with retails to support
- ☐ ALL stores participating
- ☐ 10/\$10 is very important to upsell to stores

ACTION ITEMS:

- ☐ Sell-into every store prior to 4/24 for both packages on displays
- ☐ Connect with DSD partners on deliveries, building, and helping
- ☐ Send pictures upon completion of any display activity
- ☐ Make sure to enter all information into Wiser

Acme 17oz AD

Timing: 1/25 – 2/28



Pricing & Offers

Promotional/TPR Pricing:			
Package	Timing	Retail	Retailer Margin %
Starburst 17oz Singles	1/25-2/28	\$10/10	23%



Ad Features/Display/POS Activity

DISPLAY LOCATION:

Local Sell:

- ☐ Upsell 17oz Displays (125 cs. or more)
- ☐ One store leads to more!



Actionable Items

PROGRAM DESCRIPTION:

- ☐ Should have sale tags up for \$10/10
- ☐ Make sure shelf is fully stocked with backstock as well to fill

SELLING INSIGHTS:

- ☐ Make sure stores are aware of the AD
- ☐ Talk through margins
- ☐ Incremental displays are crucial to see an uplift vs. non-AD weeks

PROGRAM TIMING:

- ☐ 1/25-2/28 with retails of \$10/10
- ☐ ALL stores participating

ACTION ITEMS:

- ☐ Sell-into every store prior to 1/25 for 17oz displays
- ☐ Connect with DSD partners on deliveries, building, and helping
- ☐ Send pictures upon completion of any display activity
- ☐ Make sure to enter all information into Wiser

Acme Starburst Pallet Program

Timing: 4/4 – 5/1



Pricing & Offers

Promotional/TPR Pricing:			
Package	Timing	Retail	Retailer Margin %
Starburst 17oz Singles	4/4-5/1	5/\$5 or 10/\$10	23%



Ad Features/Display/POS Activity

DISPLAY LOCATION:

Local Sell:

- ☐ Upsell 17oz Displays (125 cs. or more)
- ☐ One store leads to more!



Actionable Items

PROGRAM DESCRIPTION:

- ☐ Should have sale tags up for 5/\$5 or 10/\$10
- ☐ Make sure shelf is fully stocked with backstock as well to fill

SELLING INSIGHTS:

- ☐ Make sure stores are aware of the AD
- ☐ Talk through margins
- ☐ Incremental displays are crucial to see an uplift vs. non-AD weeks

PROGRAM TIMING:

- ☐ 4/4-5/1 with retails of 5/\$5 or 10/\$10
- ☐ ALL stores participating

ACTION ITEMS:

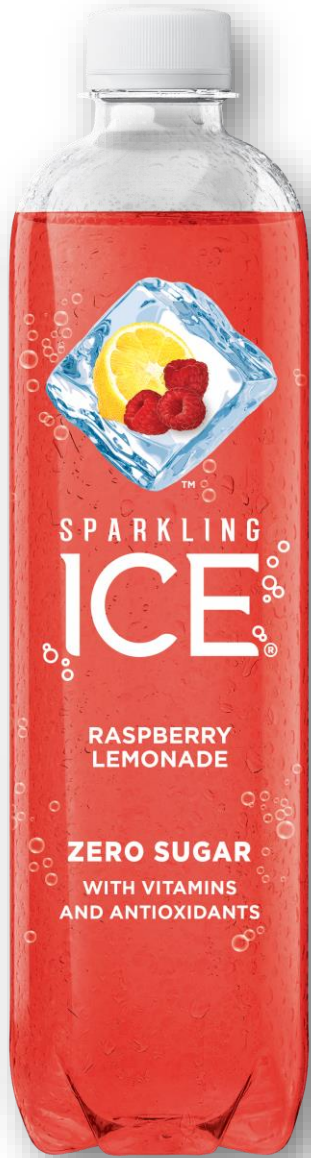
- ☐ Sell-into every store prior to 4/4 for 17oz displays
- ☐ Connect with DSD partners on deliveries, building, and helping
- ☐ Send pictures upon completion of any display activity
- ☐ Make sure to enter all information into Wiser

Innovation Items / Spec Sheets



2024 Innovation

SPARKLING
ICE



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SPARKLING ICE®

Starburst™



The Juiciest Collab.

Available to Order Now...!

THE JUICIEST COLLAB.

The Sparkling Ice x Starburst partnership
Launching Feb 2024

- Four delicious Sparkling Ice flavors, inspired by iconic Starburst chews (Strawberry, Cherry, Orange, Lemon)
- Built to motivate existing customers & rally new, younger shoppers.
- Delivering category excitement, social capital and big brand buzz.
- Scoring high purchase intent among fans of Sparkling ice & Starburst, as well as current non-purchasers of either brand.



JUICIER. BURSTIER.

Zero Sugar | Vitamins | Antioxidants

SPARKLING
ICE x **Starburst**

Flavored Sparkling Water



ANYTHING
BUT SUBTLE



Exciting Brand Partnership



Starburst POS Concepts



2024 Sell Sheet

Sparkling Ice® STARBURST™



Sparkling Ice® STARBURST™ Portfolio

TIMING:

2024



17 oz Single



17 oz Single



17 oz Single



17 oz Single



Description:

What happens when two fruity, juicy worlds collide? You get four new Sparkling Ice® flavors packed with all the mouthwatering juiciness of STARBURST® fruit chew candies. Introducing Sparkling Ice STARBURST™, available in four classic STARBURST® flavors: Strawberry, Cherry, Orange, and Lemon.

Insights:



STARBURST® flavors are showing to be highly incremental to the existing Sparkling Ice portfolio.



Both STARBURST® and Sparkling Ice over-index with the fastest growing and most influential buyer group - Gen Z - who is always on the hunt for new and exciting innovation.¹



STARBURST® is a most-loved brand by Gen Z gatekeepers and Gen X moms.²

STARBURST® is the #2 brand in chewy confections.²

Sparkling Ice® STARBURST™ Strawberry

Item #:
FG00536



TI/Hi:

25 cases per layer x 5 layer high

Case dimensions:

9.75" x 7.25" x 9.25" (L x W x H)

MSRP:

Lined priced with portfolio

Pallet weight:

1,858 lbs

Case count:

Twelve (12) 17 oz bottles

Pallet dimensions:

48" x 40" x 51.75" (L x W x H)

Bottle dimensions:

9.17" x 2.37" (H x D)

Pallet cube:

57.5 cu ft

Case weight:

14.46 lbs

Case cube:

0.38 cu ft

17 oz Single



12 Count Case



Sparkling Ice® STARBURST™ Lemon

Item #:
FG00537



TI/Hi:

25 cases per layer x 5 layer high

Case dimensions:

9.75" x 7.25" x 9.25" (L x W x H)

MSRP:

Lined priced with portfolio

Pallet weight:

1,858 lbs

Case count:

Twelve (12) 17 oz bottles

Pallet dimensions:

48" x 40" x 51.75" (L x W x H)

Bottle dimensions:

9.17" x 2.37" (H x D)

Pallet cube:

57.5 cu ft

Case weight:

14.46 lbs

Case cube:

0.38 cu ft

17 oz Single



12 Count Case



Sparkling Ice® STARBURST™ Orange

Item #:
FG00538



TI/HI:

25 cases per layer x 5 layer high

Case dimensions:

9.75" x 7.25" x 9.25" (L x W x H)

MSRP:

Lined priced with portfolio

Pallet weight:

1,858 lbs

Case count:

Twelve (12) 17 oz bottles

Pallet dimensions:

48" x 40" x 51.75" (L x W x H)

Bottle dimensions:

9.17" x 2.37" (H x D)

Pallet cube:

57.5 cu ft

Case weight:

14.46 lbs

Case cube:

0.38 cu ft

17 oz Single



12 Count Case



Sparkling Ice® STARBURST™ Cherry

Item #:
FG00539



TI/Hi:

25 cases per layer x 5 layer high

Case dimensions:

9.75" x 7.25" x 9.25" (L x W x H)

MSRP:

Lined priced with portfolio

Pallet weight:

1,858 lbs

Case count:

Twelve (12) 17 oz bottles

Pallet dimensions:

48" x 40" x 51.75" (L x W x H)

Bottle dimensions:

9.17" x 2.37" (H x D)

Pallet cube:

57.5 cu ft

Case weight:

14.46 lbs

Case cube:

0.38 cu ft

17 oz Single



12 Count Case

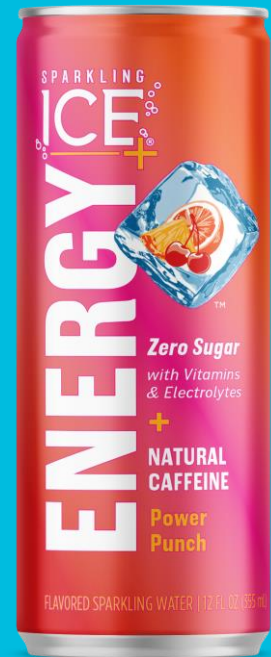


Sparkling Ice® +Energy

Make your day

Timing

April 2023



Power Punch
FG00495

12 oz can



12pk Case

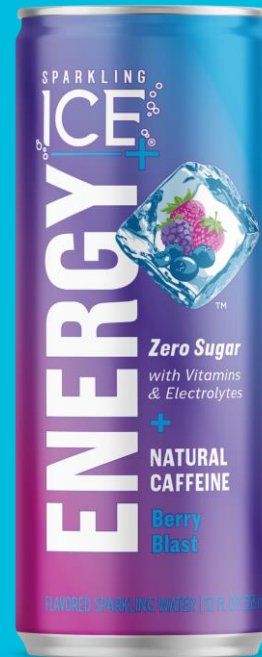


Maximum Mango
FG00496

12 oz can



12pk Case



Berry Blast
FG00494

12 oz can



12pk Case



Specs

TI/HI: 26 cases/layer x 8 layers high

Pallet Count: 208 cases

MSRP: \$2.39 - \$2.79 & 2/\$4 - 2/\$5

Case Count: Twelve (12) 12 oz cans

Can Dimensions: 6.177" x 2.283" (H x D)

Case Weight: 9.389 lbs

Case Cube: 0.237 cu ft

Case Dimensions:
9.375" x 7" x 6.25" (L x W x H)

Pallet Weight: 2,152 lbs

Pallet Dimensions:
40" x 48" x 55" (L x W x H)

Pallet Cube: 61.1 cu ft

Sparkling Ice® +Caffeine Tea + Lemonade

Timing

January 2024



Description:

Sparkling Ice +Caffeine has a NEW flavor made with REAL TEA! Tea + Lemonade delivers the cool, refreshing taste of lemonade mingling perfectly with the subtle, nuanced flavors of a freshly brewed iced tea. It's the perfect blend of zesty, fruity and soothing flavors with a kick of caffeine.

Insights:



Half lemonade & half tea flavored total beverages accounted for more than \$300 million in annual sales.



Lemonades are a strong flavor profile for Sparkling Ice as Classic Lemonade is our second-highest selling 17 oz flavor, and Sparkling Ice +Caffeine Watermelon Lemonade launched last year and has become the fastest turning flavor in the +Caffeine line.



Sparkling Ice +Caffeine consumers over-index in cross purchase behavior with the ready-to-drink tea category.



The association between tea and caffeine makes this flavor perfect for the Sparkling Ice +Caffeine line.

*Data source: Circana Market Advantage & Panel Data, Latest 52 weeks ending Feb 26 2023

Sparkling Ice +Caffeine	Frontline	Promo 1	Promo 2
Case Cost:			
Unit Cost:			
Recommended Retail:			
Profit Dollars:			
Gross Profit Rate:			
# of Weeks:			

Live in full flavor®

Sparkling Ice® +Caffeine Tea + Lemonade

Item#
FG00497



TI/Hi:

20 cases per layer x 7 layer high

MSRP:

Lined priced with portfolio.

Case count:

12/16 oz cans

Can dimensions:

6.19" x 2.6" (H x D)

Case weight:

13.37 lbs.

Case cube:

0.30 cu ft

Case dimensions:

10.5" x 8" x 6.25" (L x W x H)

Pallet weight:

1,922 lbs.

Pallet dimensions:

48" x 40" x 49.25" (L x W x H)

Pallet cube:

54.72 cu ft

16 oz Single



12 Pack Case



Live in full flavor®

Sparkling Ice® Tea + Lemonade

Timing
Q2 2024



Description:

Sparkling Ice has a NEW flavor made with REAL TEA! Tea + Lemonade delivers the cool, refreshing taste of lemonade mingling perfectly with the subtle, nuanced flavors of a freshly brewed iced tea. It's the perfect blend of zesty, fruity and soothing flavors we want on a Pacific Northwest summer's day.

Insights:



Half lemonade & half tea flavored total beverages accounted for more than \$300 million in annual sales.*



Lemonades are a strong flavor profile for Sparkling Ice as Classic Lemonade is our second-highest selling 17 oz flavor, and Sparkling Ice +Caffeine Watermelon Lemonade launched last year and has become the fastest turning flavor in the +Caffeine line.*



In a blind taste test, Sparkling Ice Tea + Lemonade tied as top ranked beverage along with established brands Arizona and Snapple.**

Sparkling Ice +Caffeine	Frontline	Promo 1	Promo 2
Case Cost:			
Unit Cost:			
Recommended Retail:			
Profit Dollars:			
Gross Profit Rate:			
# of Weeks:			

*Data source: Circana Market Advantage & Panel Data, Latest 52 weeks ending Feb 26 2023
** Consumer Central Location Test, September 13-14, 2023. Sequential Monadic, Single blind study among consumers open to Tea & Lemonade beverages. Base: n=107-200 per brand.

Live in full flavor®

Sparkling Ice® Tea + Lemonade

Item#
FG00511



TI/Hi:

25 cases per layer x 5 layer high

MSRP:

Lined priced with portfolio.

Case count:

Twelve (12) 17 oz bottles

Bottle dimensions:

9.17" x 2.37" (H x D)

Case weight:

14.46 lbs

Case cube:

0.38 cu ft

Case dimensions:

9.75" x 7.25" x 9.25" (L x W x H)

Pallet weight:

1,858 lbs

Pallet dimensions:

48" x 40" x 51.75" (L x W x H)

Pallet cube:

57.5 cu ft

17 oz Single



12-Pack Case



Live in full flavor®

Sparkling Ice® Raspberry Lemonade 17 oz

Timing:
January 2024



Description:

Sparkling Ice® Raspberry Lemonade is the perfect balance of refreshing bubbles and zesty flavors. With every sip you'll be greeted by the lively aroma of fresh raspberries layered with the citrusy essence of sun-kissed lemons. This sparkling water is guaranteed to tantalize your taste buds.

Insights:



In consumer surveys conducted in '21 and '22, Peach & Raspberry Lemonade were in the top 3 lemonade flavors consumers were most interested to try.



Raspberry Lemonade is the #2 lemonade flavor in the total beverage category.*



Raspberry Lemonade flavors account for over \$120 million sales dollars in the beverage category.*

Suzy (6/2-6/3/2021, 4/7-4/8/2022). Respondents: SW Category consumer who are lemonade non-rejectors (n=623, n=518) SI (n=180)
*Circana Market Advantage - Total MULO+C Latest 52 Weeks Ending 6-18-23

Sparkling Ice	Frontline	Promo 1	Promo 2
Case Cost:			
Unit Cost:			
Recommended Retail:			
Profit Dollars:			
Gross Profit Rate:			
# of Weeks:			

Live in full flavor®

Sparkling Ice® Raspberry Lemonade 17 oz

Item #:
FG00507



TI/Hi:

25 cases per layer x 5 layer high

Case dimensions:

9.75" x 7.25" x 9.25" (L x W x H)

MSRP:

Lined priced with portfolio

Pallet weight:

1,858 lbs

Case count:

Twelve (12) 17 oz bottles

Pallet dimensions:

48" x 40" x 51.75" (L x W x H)

Bottle dimensions:

9.17" x 2.37" (H x D)

Pallet cube:

57.5 cu ft

Case weight:

14.46 lbs

Case cube:

0.38 cu ft

17 oz Single



12 Count Case



Live in full flavor®