

SPARKLING ICE: DECEMBER PRIORITIES



Package: 17oz Singles

Timing: Oct 1st Thru Jan. 6th

SRP: 4/\$5 TPR

Display: Incremental Selling



Delivered Cost: \$11.72

Package: 12pk Variety

Timing: Dec. 26th thru Jan. 6th

TPR: \$12.99

Display: ½ Pallet Display (12/26-12/31)
FDP 12 (266 store)



Delivered Cost: \$10.96

Package: 16oz Singles

Timing: Dec 14th thru Dec 27th

SRP: 4/\$5

Display: Incremental Selling



Next Event: 1/14-2/10

SPARKLING ICE: JANUARY DISPLAY PRIORITIES



Package: 17oz Singles & 12pk

Timing: Jan 1st Thru Jan. 6th

SRP: 4/\$5 & \$12.99 TPR

Display: Pallet Display 266 stores
FDP 2 (Half 17oz & Half 12pk Variety)



Delivered Cost: \$11.72

Delivered Cost: \$10.96

Package: 17oz

Timing: Jan. 7th thru Jan. 20th

TPR: \$1.00 Deal

Display: ½ Pallet Display
FDP 3 266 stores



Delivered Cost: \$10.44

Package: 17oz Singles

Timing: Jan 21st thru Feb 11th

SRP: 4/\$5

Display: Bookcase Display
243 stores



Delivered Cost: \$11.72

SPARKLING ICE: JANUARY DISPLAY POG's



Full Pallet Display (1/1 thru 1/6)

Left Side



Front View
(Life Savers & Starburst 12pk)

Core 17oz (Right Side)

- 1) Black Raspberry
- 2) Lemonade
- 3) Kiwi Strawberry
- 4) Black Cherry
- 5) Orange Mango
- 6) Lemon Lime

Half-Pallet Display (1/7 thru 1/20)

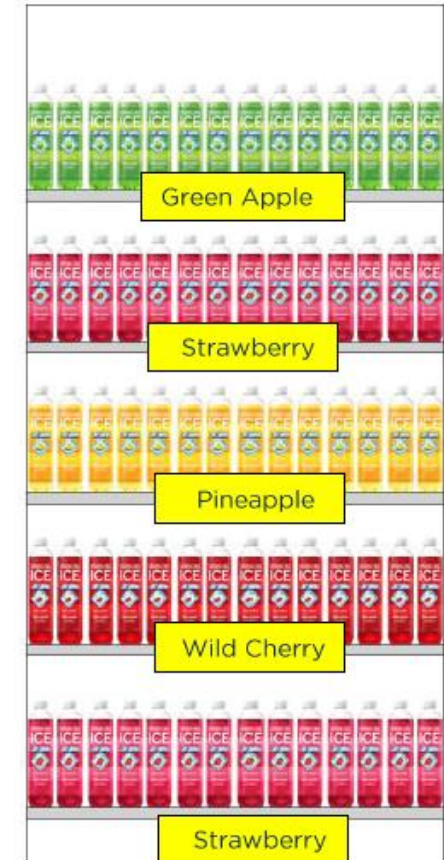
Front View



Core 17oz (Side View)

- 1) Black Raspberry
- 2) Lemonade
- 3) Kiwi Strawberry
- 4) Black Cherry
- 5) Orange Mango
- 6) Lemon Lime

Bookcase Display (1/21 thru 2/11)



2026 Priorities: Q1 Fast Start with Innovation

17 oz Innovation



Projected \$2.5MM+ in Sales Revenue

Lifesavers is 50% larger than Starburst in the candy industry

80% of Lifesavers consumers are interested in trying, exceeding Starburst

January: First to Market Launch

Utilize 7/\$7 ; \$1 ; 4/\$5 Display Driving Events

Support w/Displays in ALL stores
thru March POG Revisions

Replace Starburst in March Revisions

Authorize 12PK Starburst Variety (Jan 1)

Marketing Program Focus : Healthy New Year

16 oz Caffeine Innovation



Opportunities

Projected \$1.0MM+ in Sales Revenue

First to Market with the only full flavored caffeinated Sparkling Water Soda flavors

(3) New Iconic Soda flavors: Cherry Cola, Orange Cream and Root Beer

Actions

Launch into **ALL Stores March POG**

Utilize (2) 4/\$5 Display Driving Events

Secure Cooler placements (3) New Flavors

New can graphics will be a soft launch
on A/O flavors

mPerk Events: Buy 4G1F for Trial

Marketing Program Focus: in store and digital
Media support and sampling

On Shelf Optimization



Projected \$600K+ in Sales Revenue

Improve ACV on KEY Multi Packs

12pk Black Raspberry #8 Rank (ACV:66.2%)

6PK & 10PK adding Value & growing

ADD 12pk Black Raspberry into ALL POG's

Improve ACV & Findability on A/O 6pks & 10pks

Support with mPerks in 2026

Marketing Program